



Meeting Florida's Transportation Needs

Since the end of Federal control in 1920 the Atlantic Coast Line has spent or authorized the spending of \$101,000,000 to enlarge and extend its transportation facilities.

About \$15,000,000 of this amount was for new shops, extensive side-tracks and yards, new stations, warehouses and other facilities and for new lines into undeveloped territory, in Florida.

By far the larger part of the money spent outside of Florida was for improvements that increased the ability of the Atlantic Coast Line to meet Florida's transportation needs.

About \$40,000,000 was for the purchase of new equipment used largely to haul Florida traffic.

In the past three years the Atlantic Coast Line has bought 200 locomotives, 141 passenger equipment cars and 5,058 freight equipment cars.

The Atlantic Coast Line has constructed the only double track, automatic signal equipped route between Florida and the North and East.

Twenty additional miles of double track in Florida and three miles near Albany, Georgia, will be ready for use in a few weeks.

The Atlantic Coast Line offers ten through freight routes between Florida and the West.

Every day this season it will bring into Florida 19 passenger trains with a capacity of more than 3,200 people.

In the past year the Atlantic Coast Line has constructed 60 miles of new yard, side and industrial tracks, with a capacity of 7,500 cars, to provide increased facilities for Florida patrons.

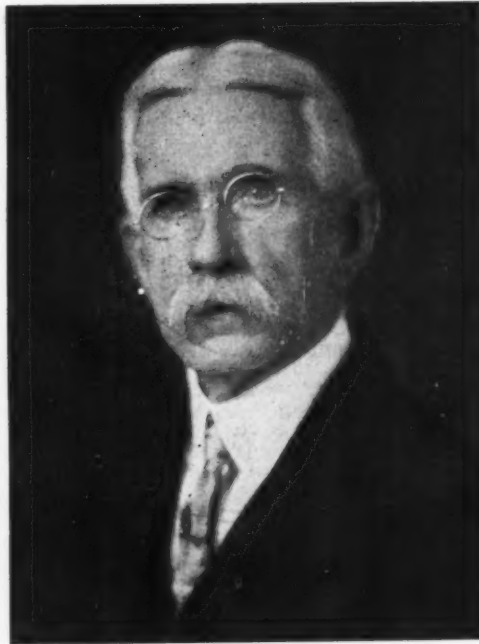
The Atlantic Coast Line has approximately 100 miles of new line under construction in Florida. Construction of 40 additional miles will begin January 1st. These new lines will make possible the development of large areas of land, and will open up new traffic routes.

The Atlantic Coast Line is enlarging its other facilities in Florida as rapidly as conditions permit.

Marked progress toward relieving the traffic congestion is being made by the cooperation of most shippers and receivers of freight in loading and unloading cars promptly. Similar co-operation by everybody using its facilities will aid the Coast Line in its efforts to restore normal service.

Atlantic Coast Line Railroad Company

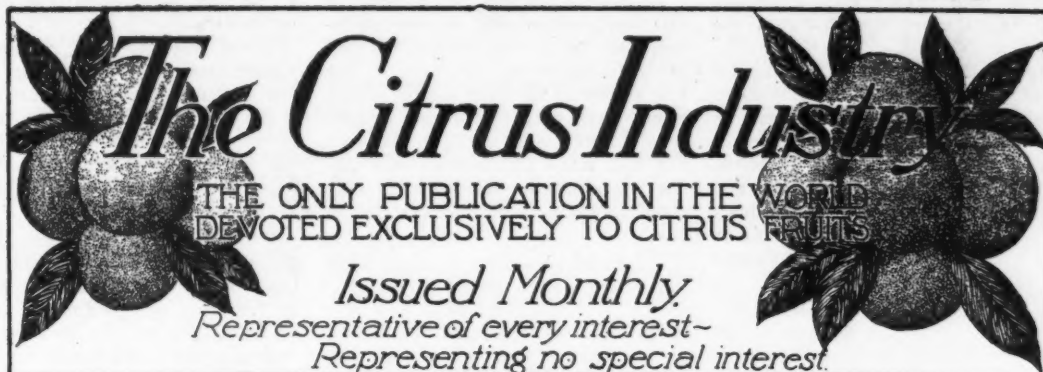
Wilmington, North Carolina



DR. J. H. ROSS

Former President Florida Citrus Exchange

Nov 16 '33



Vol. 7

TAMPA, FLORIDA, JANUARY, 1926

No 1

Dr. J. H. Ross===An Ap- preciation

Ross, J. H. (Dr)

By Frank Kay Anderson, Associate Editor of The Citrus Industry

Dr. J. H. Ross is gone.

That last call which all must sooner or later hear came to him at his home in Winter Haven on Tuesday, December 29. He was taken with a sudden seizure while automobiling with a friend. He was taken home immediately. Within five minutes a physician was in attendance, and, within a few moments more, in the presence of his wife and son, came the end of a life of activity and usefulness which encompassed more than four score years.

John Harvey Ross was born in Rockingham county Virginia in 1844. When he was sixteen years old his parents removed to northern Indiana. Here he went to school; and here three years later he enlisted in the Union army seeing service during the last two years of the Civil War.

Following a medical education he embarked in the active practice of medicine, and won the name of one of the most successful regular medical practitioners during his time in Indiana. Even today back in his old home of Kokomo, Indiana, his name stands as that of the leading physician of a generation ago; and as one of Kokomo's leading citizens. He was interested in the early beginnings of the American automobile industry when the Haynes brothers of Kokomo brought out one of the first successful self-propelled vehicles, being aided in their enterprise by leading business and professional men of their community.

A personal friend of the late Dr. F. W. Inman, Dr. Ross was one of those who early came to Florence Villa to visit Dr. Inman in that home of abounding hospitality, where the tireless boosting of Florida by Dr. and Mrs. Inman contributed to build Florence Villa and Winter Haven with an early population largely recruited from among their personal friends drawn to Florida by their continued endorsements.

Dr. Inman's name must always stand as the first president of, and the one to whose inspiration is most largely due, the Florida Citrus Exchange. Dr. Inman was the first president of the organization. He lived long enough to see it become a functioning business institution. Before his death, he called in a number of the originators of the organization and after conferring with them announced that Dr. Ross was his choice as a successor to lead it. Dr. Ross long before had located permanently in Florence Villa. He had become an owner of citrus properties and was regarded as one of the valuable and influential men among the Exchange's organizers.

Discussing this with the writer years later Dr. Ross confided the trepidation he felt when Dr. Inman on his death bed informed him that he had been selected to fill the place of leadership. He said that in the beginning he must have laid down the reins several times but for the encouragement and support con-

stantly given him by those who constituted the nucleus of the original organization. He said he felt much like a small boy who had inherited a man's boots and who experienced much difficulty in wearing them because of the way his feet slipped around inside them.

The early years of the Florida Citrus Exchange were attended by many trials and vicissitudes. Steadfastly through these Dr. Ross pursued the course charted and laid down by Dr. Inman and the originators of the plan, being wonderfully aided by his philosophical attitude, his remarkably keen intellect and a degree of patience and forbearance little less than remarkable.

Through good times and stormy times he remained at the helm of the Florida Citrus Exchange for more than a dozen years, longer than any other man ever has stayed at the head of any similar cooperative enterprise of growers or producers in the United States.

During this period he accumulated a circle of friends in Florida such as it is safe to say no other man in the history of Florida ever has possessed. Each of the several thousand members of the Florida Citrus Exchange looked upon him as a personal friend; and in addition his friendships in banking and in business circles were legion while fruit men of other organizations even while competing strongly with the Florida Citrus Exchange came to hold for Dr.

Nov 16 '33

Ross a high regard and friendship such as no other competitor in the business obtained.

Among those who were called upon to serve the Florida Citrus Exchange by devoting their personal time as directors Dr. Ross won and held many of his closest and most intimate friendships. His patience and his unflinching and eminent fairness in dealing with each and every one of these associates hardly could fail to endear him to them.

In presiding at the regular meetings of the directors he was at his best. An eminent and capable parliamentarian he was always a most graceful presiding officer. He had the gift of expediting business to a great degree and of holding the discussions pertinently to the immediate subject without offending or antagonizing even the most sensitive. It was his custom to obtain the fullest discussion of each project which came up for consideration, drawing out each member of the board until the entire sentiment of those present had been ascertained before the matter was allowed to be voted upon. Yet because of his rather remarkable knack for holding to the subject at hand he could accomplish this within a relatively short time.

He was at all times opposed to hasty and unconsidered action, even though he was most progressive in his tendencies and thought. He was unqualifiedly opposed to the idea of any clique or combination of the Exchange directors voting over a proposition which had not been thoroughly aired and generally endorsed.

When differences of opinion developed among the directors on subjects under consideration he was most gracious in seeing to it that the fullest possible discussion was had, even while gently but undeviatingly holding those discussions directly to the subject. It was his aim as far as was humanly possible to have these discussions among the board members so bring out the actual facts for consideration that when the vote was taken it was usually unanimous even though in the beginning there may have been marked divergencies in the views expressed. It has fallen to my lot to observe the work of a number of prominent men in presiding over important deliberative or business assemblies. Never have I seen Dr. Ross' equal in this respect; and numerous prominent persons from various sections who at one time or another had occasion to witness meetings of the board of directors of the Florida Citrus Exchange with Dr. Ross in the chair have in my hearing expressed similar views.

Dr. Ross often said that in order to embrace co-operation it was necessary only to so conduct oneself that others could work with one. It was this ability at all times and under all circumstances so to conduct himself that others could easily work with him that made Dr. Ross so outstanding a co-operator and such an outstanding example of co-operative effort.

All those who came to serve upon the board of directors of the Exchange within a reasonable time after their installation came to realize his sincerity of purpose and the altruistic nature of his motives so that they granted him the highest respect at all times even if their own views did not always coincide with his.

He was always gracious, polite and extremely patient. He could differ with persons without offending them, but when his own views upon a given subject were expressed to the board they usually revealed so great a study and such careful consideration of it from many angles as to make his influence the predominant one.

As an orator he was most pleasing. There is scarcely a town in Florida which has not occasion to remember well one or more talks which Dr. Ross gave there. He had largely developed this talent for the purpose of serving the Florida Citrus Exchange, in order to have a vehicle for getting before the people of Florida the thoughts he wished to bring to their attention.

However, he was by instinct and training a business man rather than an orator. It is generally true of orators that above everything else they relish the sound of their own voices. Dr. Ross did not relish the sound of his, and by this token he was no orator at heart. This was most noticeable in debates before the Exchange directors. In these Dr. Ross was careful to make himself clear but he was brief and direct in a manner no orator can be.

He revealed his lack of oratorical instinct further in his unusual ability to keep silent. We once knew a man who could speak nine languages fluently and who talked so much he was able to realize only about three dollars per week per language as compensation for his efforts. Dr. Ross, who was by all odds the greatest intellect it has fallen to our good fortune to encounter, could literally keep silent in nine languages when occasion offered; and was at all times extremely chary of committing himself to any enterprise or undertaking until after he had studied it most carefully and had determined

to his own satisfaction that he wished to do so.

Those persons who presumed at times upon the old saying to the effect that silence lends consent were in the case of Dr. Ross some times later required to make a radical revision of their views after he had studied a project and concluded that he did not care to support it.

With all his high ideals and altruism Dr. Ross was, as his associates well knew, a most practical man. He aimed high but was willing to use the circumstances of the moment, however imperfect they might be, if they helped to make one more step in what he considered the right direction. This was brought out constantly in his work as chief executive of the Exchange. He realized the failings of human nature. In consequence he did not demand perfection in every detail, but was inclined to make the best possible of whatever was at hand. This showed the business man in his make up, in sharp distinction to those idealistic theorists who so often wreck business machines by centering their attention upon some particular detail and insist upon halting everything else until that detail has been made perfect.

His many years of contact with men of size and ability gave him a breadth of viewpoint and a scope of vision which generally kept him a little ahead of his associates, yet he was extremely patient with them at those times when they showed an inability to keep pace with his own swift thought processes.

His almost fourscore years of human contact had given him a patience with human failings that made it seem as if the milk of human kindness was the outstanding feature of his nature. Even at those times when he fell out with men and their ideas he could do so with such unflinching courtesy as to avoid undue antagonism even while setting up a most determined opposition to them.

His philosophy was aptly expressed in his own phrase, "Time is the great solvent." By this he meant that the passage of time operates to iron out many difficulties and misunderstandings provided those involved in them do not take them too seriously at the moment.

With his death comes the recollection of some such misunderstandings of a few years ago which time has since so aptly solved. For one thing, I recall a meeting held in Orlando a few years ago. Dr. Ross was the chairman and the writer was the secretary of this meeting. All of the principal fruit marketing factors in the state at that time participated. The

purpose was to consider a workable green fruit law and a method of making it enforceable. The suggestion was for an inspection fee or per box tax on shipments to defray the expense of an inspection for maturity. The meeting started off all wrong. A gentleman formerly very prominent in fruit marketing circles but not now in the state had gotten a complete misunderstanding of the purpose of the meeting. He and some others had obtained the idea that the Exchange was endeavoring to put something over on its competitors. He had obtained the services of a couple of clever lawyers, who by the way were actual growers. From the start they were obstructionists. They began to ask questions and in other ways to act in the most antagonistic manner possible. There was no good feeling and no effort to discuss the project upon its merits. Finally actual disorder was manifest; and after a rebuke to the participants Dr. Ross declared the meeting adjourned and we left the room. The others present immediately reconvened with the antagonistic gentleman as chairman. A little later another gentleman approached me where I sat in the lobby of the hotel and asked me if I had the minutes of the meeting up to the time Dr. Ross had adjourned it. I replied that I did. He asked where. I told him they were in my pocket. He asked me to give them to him as he was the new secretary. I told him that in view of the affront to Dr. Ross and the very unsatisfactory outcome of a meeting which had been called in the best possible faith it would afford me a good deal of pleasure if he would try to get them. He reported back, and in the absence of the minutes the rump meeting disbanded.

Now as we look back upon this affair it is well to remember Dr. Ross' saying as to the solvent properties of Time. For the same idea which Dr. Ross brought to this meeting and which the citrus industry of the state was then asked to endorse was the idea six years later embodied in the Green Fruit Law which was passed by our last legislature at the urging of the present Fruitman's Club, the membership of which includes the Exchange and probably more than ninety-five per cent of the citrus tonnage of Florida.

That, however, was for many years one of the greatest stumbling blocks in the way of the progress of the citrus undertakings of Florida. Someone was always too willing to stir up and create misunderstandings if none existed. Someone was always afraid that the Exchange was try-

ing to put something over on the "independents," or vice versa. And for too many years these apprehensive ones obtained an undue share of attention.

When the present Fruitman's Club was formed the Exchange was invited to participate but was not represented at the organization meeting. It was felt that the Exchange's participation was essential and a special invitation was issued to the Exchange and the matter was forthwith taken up personally with Dr. Ross and a number of the Exchange leaders who could be reached. Imagine the consternation therefore when an editorial next week appeared in *The Florida Grower*, reciting the formation of the Fruitman's Club as a body of "independents" out to work all harm possible to the Exchange, and listing some twenty or more names, among which I recall those of Frank L. Skelly and Lawrence Gentile, as most insidious and untiring enemies of the Exchange. Imagine the feeling of some of those gentlemen who at the time of organization had been so insistent upon the Exchange's participating when they saw themselves thus attacked and individually named. However, fortune was with the undertaking that time. There had been a special meeting of the Exchange directors in Tampa for another purpose and at that meeting Dr. Ross had presented the invitation and obtained the board's endorsement of the undertaking and the vote of the Exchange to become a member. This had been communicated by letter, and it just so happened that at the time this article appeared in print the Exchange was actually in point of fact a member of the organization which its then official organ so bitterly attacked. This was indeed fortunate. Dr. Ross' well known diplomacy shortly thereafter restored calm.

Again, the Growers and Shippers League, which now functions to the great advantage of the industry in Florida was actually conceived inside the circles of the Exchange but could make no progress because of certain determined opposition. It was then promoted among other marketing factors and then presented to the Exchange as early as March. Still no headway was made. Finally a number of the big growers of the Exchange built a fire so to speak, which smoked out the opposition and the Exchange voted to join. Then in December, a long time after all the others had signed up in March, the Exchange was ready to act. A statewide meeting was called for Orlando to adopt the charter which the writer had per-

sonally drawn, copying it almost verbatim from the charter of the Citrus League of California the membership of which embraces every one of the marketing factors there. Each Florida concern to participate was represented at this meeting by one or at the most three of its executives. It was supposed the Exchange was to be similarly represented. However, some bright persons sent telegrams to sub-exchanges and Exchange associations urging attendance upon this meeting for fear the "independents" were about to put something over on the Exchange. Dr. Ross and the various officials of the "independents" involved were in ignorance of this. Judge the feeling then when there poured into the hall a great attendance of the leading men of the Exchange from various sections all breathing fire and brimstone, so to speak, and prepared for the fight they had been led to expect. The soothing influence of Dr. Ross and an unusual amount of common sense exercised by those who had a right to be offended saved the day. The charter and by-laws of the Growers and Shippers League were adopted amid good feeling, and one more forward step for the industry in Florida was consummated. The attempt to stir up a row such as might have killed the project in its inception had failed miserably.

With Dr. Ross co-operative marketing was almost a religion. He could not see the utility nor the advantage of any other form, but he was practical enough to recognize facts when he saw them, and courteous and manly enough always to treat others with fairness and consideration.

In as much as politics may truly be said to exist in any human undertaking where three or more persons are concerned, it is only natural that politics shall always exist to an extent in any large co-operative enterprise. Dr. Ross recognized the inevitability of this, and that he and others must always work under such limitations. In fact he may be said to have been inside the Exchange a "regular" politician. That is, he would contend to the utmost of reason for his own view, but when he was voted down he acceded to the will of the majority. He was "regular" in that he did this and never "bolted."

The case of the Standard Growers Exchange contract with the Exchange is a good example of this. Dr. Ross was strongly opposed to this at the time the negotiations were under way. He fought it off as best he knew how, but a tremendous bulk of en-

Continued on page 39

A Great Citrus Exposition

South Florida Fair to Bring Together Great Citrus Exhibit

The South Florida Fair, which name by-the-way is a misnomer, for the fair is much more

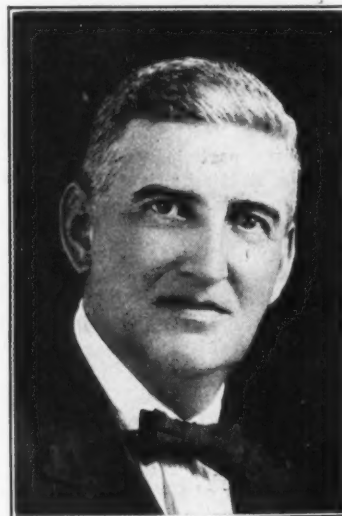
usual, holding the dominant place.

Established as a purely local fair a few short years ago, the South Florida Fair has experienced a growth which is considered marvelous by every expert in fair management. Some indication of this marvelous growth may be seen by comparison of some figures of the year 1920, the year in which General Manager P. T. Strieder first came to the organization, with those of the year 1925. In 1920 the total number of entries in all departments and classes was 3071, and the premiums paid amounted to \$6,308.50. At the time, those figures were con-



W. G. Brorein, President

than a South Florida institution or even a state institution, and is in fact a great Southern Exposition, will be held this year at Tampa from February 2 to 13, inclusive. All advance indications point to by far the greatest exposition ever held in the state, with citrus exhibits, as

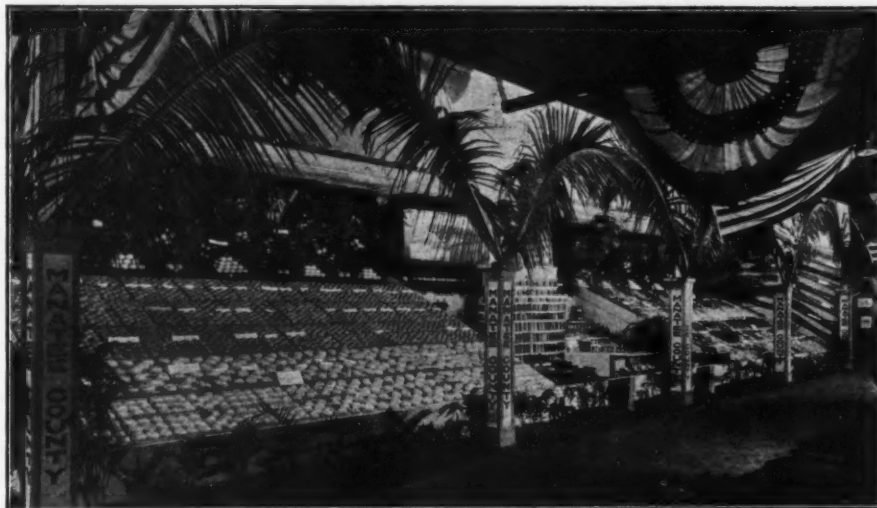


P. T. Strieder, General Manager

sidered very gratifying indeed. Yet, only five years later, the total number of entries had increased to 14,422, and the total premiums paid



Scheme of Beautification, South Florida Fair Grounds, 1925



Sectional View of Manatee County at the South Florida Fair, 1925

amounted to \$23,407.95. The total number of individual exhibitors in 1925 was 1315. Certainly a comparison of these figures is sufficient evidence of the wonderful growth of this fair under the management of Mr. Strieder.

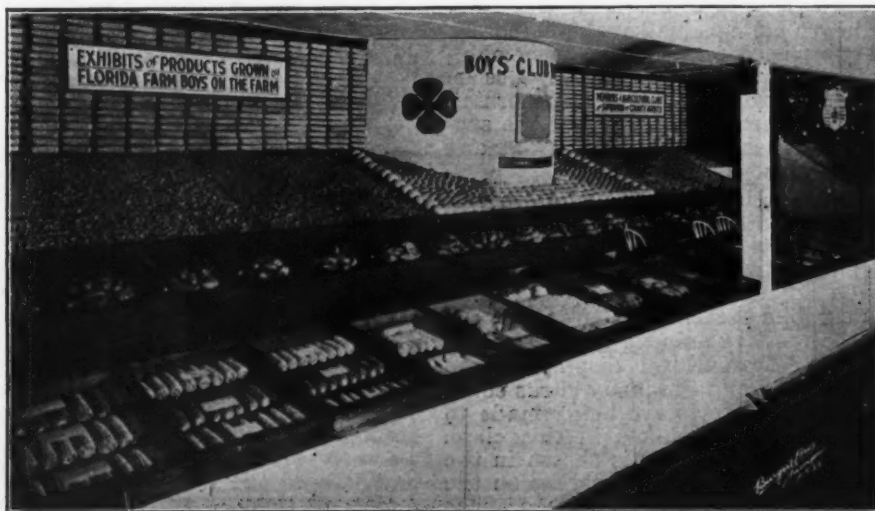
The South Florida Fair is conducted by a non-profit sharing corporation. No officer, director or member of the executive committee receives one cent of pay for his work. The only paid official is General Manager Strieder, who devotes his entire time to the work of the fair, and one stenographer in his employ. All funds derived from admissions and concessions are devoted to the payment of premiums and the improvement of the grounds, in the way of new buildings, electrification and like permanent improvements.

In speaking of the wonderful growth and success of the South Florida Fair, General Manager Strieder says it is due to the exceptional co-operation of the press, exhibitors and the

general public. Doubtless this is in large measure true, yet without the proper management and indefatigable work on the part of Mr. Strieder and the officers and directors of the association, this co-operation could not be had. Rather we would say that credit for the success of the fair is due to the foresight of President W. G. Brorin, the other officials and board of directors in securing the services of Mr. Strieder as the executive officer, and the latter's ability to command the co-operation of the public.

New Live Stock Building

During the past year a new live stock building said to be as complete and modern as any live stock building in the United States, has been erected. This building 140x250 feet in dimensions, constructed of brick with concrete floors throughout, cost, exclusive of wiring and plumbing, \$43,000. With lights and plumbing installed, the total cost of this building will be \$45,000. The new structure will be used for the housing



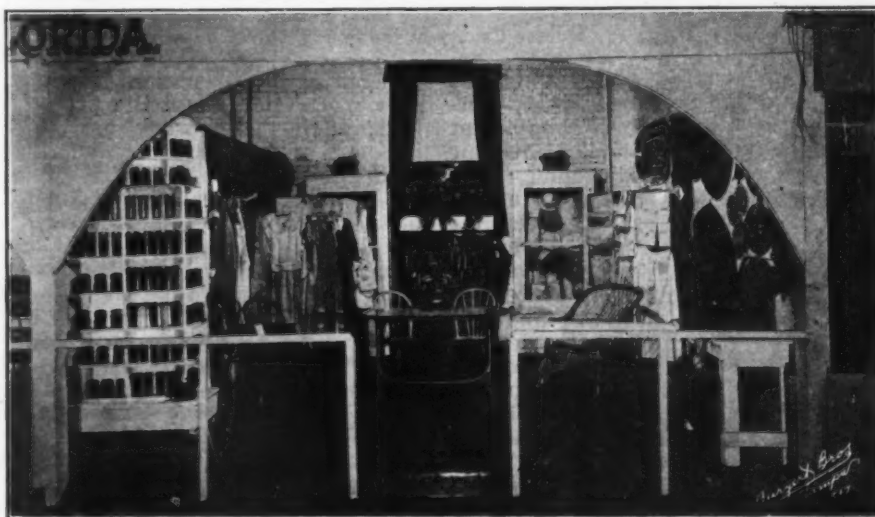
View of Boy's Club Exhibit at the South Florida Fair, 1925

of all live stock, horses, cattle and hogs, and is the year's greatest addition to the building at the grounds. Mr. Strieder believes that the capacity of even this large building will be taxed to care for the many entries which are daily being booked and which will be far ahead of any previous exhibit here.

Addition to Negro Building

Among the other building projects at the fair is an addition 50x50 feet to the negro building, making this exhibit hall now 50x150 feet. Mr. Strieder states that twenty counties will be represented in the exhibits in this building, and he anticipates that these exhibits will in some respects rival the exhibits in the white departments. Great interest among negroes is shown in the exhibits at the fair, and Mr. Strieder expects the building to be crowded to capacity this year and believes that a new and larger building must be provided before another fair is held. A. & M. College at Tallahassee will

for exhibits. Mr. Strieder has placed the maximum space for any county at sixty feet, and by far the greater number have made reservations for the limit of space, while many sought for even greater allotment of space—but in vain. Up to this time, twenty-six counties, nearly all citrus producing counties, have reserved space, and still others are negotiating for reservations. Perhaps the keenest rivalry among the citrus counties is that between St. Lucie, for many years' winner of the sweepstakes in the citrus class, and Indian River and Martin counties, new counties carved out of St. Lucie by the last legislature. Each of these counties are planning to win the grand prize. Many of the "Ridge" and West Coast counties also are preparing to make a desperate effort to wrest the sweepstakes laurels from the counties of the East Coast. With all this rivalry, the citrus exhibits promise to outdo all former displays.



View of Home Demonstration Exhibit, South Florida Fair, 1925

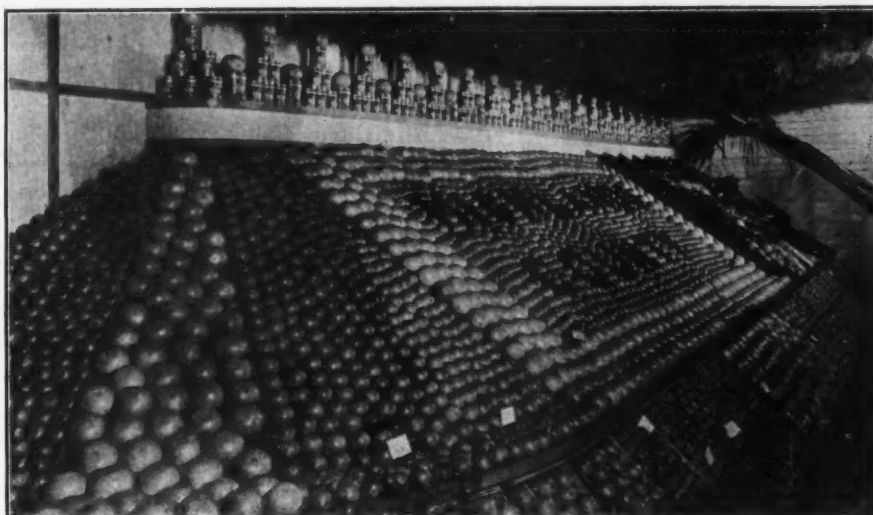
have a fine agricultural exhibit in this building, while other negro colleges will make elaborate educational exhibits. A feature of the negro department this year will be an address by Roscoe Simmons, noted negro speaker, on the morning of February 12. Simmons is known as the successor of Booker Washington in his work among members of his race.

Other additions to buildings include a second story to the office building at the grounds.

All county exhibits are expected to be on an even more elaborate scale than ever before, and with even greater superiority in the character of the exhibits themselves. Of course, citrus will be the most prominent feature of the horticultural and agricultural displays. Keen competition exists among the many citrus counties and exceptional efforts are being made to capture the grand sweepstakes in this class. Evidence of this keen interest is shown in the fact that of the ten counties bordering on the East Coast, eight have already reserved space for exhibits. Another evidence of this keen interest is shown in the demand for extra space

Great Live Stock Exhibits Coming

With a brand new live stock building, unsurpassed by any in the land, Manager Strieder is looking forward to the greatest display of live stock in the history of the fair. Already hundreds of bookings for space have been made by exhibitors from many different states and widely separated territory. Among the states other than Florida which will be represented are Ohio, Michigan, Kentucky, Tennessee, Georgia, Alabama, New York, New Jersey and others. That these out of state exhibitors recognize the importance and advertising value of the South Florida Fair is seen when it is remembered that this stock must be shipped from their home states for this one fair, as the season for fairs in other states has long since passed, and the long jump is made for no other purpose than to make this one exhibit. No such condition and no such evidence of interest exists at any other fair, where one fair closely follows another in point of time and with comparatively short "jumps" from one fair to another. Only the marvelous advertising value of exhibiting at



Sectional View of Highlands County, South Florida Fair, 1925

the South Florida Fair can bring such varied exhibits from such distant and widely separated territory.

Poultry Show Ranks With Best

Fully 5,000 birds are expected in the poultry exhibit this year, bookings already made assuring at least this number, according to Manager Strieder. The South Florida Fair, which seven years ago had an exhibit of less than 200 birds, now ranks with the greatest poultry shows in the United States, and a blue ribbon at this show is quite as highly prized as a similar token at the biggest national shows. Even a sixth or seventh rating given a bird at the South Florida Fair is considered equivalent to a first prize at many of the lesser shows.

In this department a special feature this year will be a park arranged for the display of outstanding birds of different varieties which will not be in competition for prizes but merely exhibited as representatives of marked superiority in their class. Among these will be a pen of

Jersey Giants, Brahmas and other outstanding birds of different varieties, as well as pea fowls, pheasants, etc. In this park also will be placed the miniature pond for water fowls of various kinds.

It is Mr. Strieder's ambition to make the poultry show of the South Florida Fair rank in a class by itself, and in this ambition he has met with marked success. This show is certainly one of the outstanding features of the entire fair.

Women's Department and Art Work

The women's department and the fine arts are given especial attention and some exceptionally fine exhibits are expected this year. Fancy work, textiles and works of art will be seen in great numbers and in exceptionally fine design. Exhibits in these departments are confined to the state of Florida, the interest manifested by the women of the state justifying the exclusion of work from outside the state.

Continued on page 22



Sectional View of Palm Beach County, South Florida Fair, 1925

The Citrus Industry

Exclusive publication of the Citrus Growers and Shippers

Address all communications to the Main Office
415 Stevall-Nelson Building
Tampa, Florida.

Telephone _____ 4819

S. L. FRISBIE, Editor and Manager

A. G. MANN _____ Production Manager

Published Monthly by
Associated Publications Corporation
Tampa, Florida.

Subscription, \$1.00 per year in advance

Entered as second-class matter February 16, 1920, at the post-office at Tampa, Florida under the act of March 3, 1879.

Branch office and production plant, Bartow, Florida.

GROVE CALENDAR FOR JANUARY

Timely Suggestions for Grove Work During the Present Month

Late this month spray citrus trees for scab with 3-3-50 bordeaux oil emulsion (one per cent. oil.)

Prune and burn dead wood from trees to control melanose and stem-end rot.

Set and bank young trees.

Watch late fruit for rust mites.

Pick up and burn pecan twigs cut off by twig girdlers.

THE SOUTH FLORIDA FAIR

Again it gives The Citrus Industry pleasure to call attention to the great South Florida Fair to be held in Tampa February 2 to 13, inclusive. This great fair, recognized in official circles as one of the five greatest fairs of the nation, being outranked only by Minnesota, Texas and Iowa state fairs, and by these only in volume, not in excellence, is in reality a great national exposition and is so regarded by other fair leaders and promoters.

As a citrus exposition, the South Florida Fair is without rival, not only in this country, but in the world. For variety, volume and excellence of citrus displays, no other fair or show anywhere can compete with the South Florida Fair. Held annually in the very heart and center of Florida citrus production, with keenest rivalry existing between the numerous citrus producing counties of the state, it is but natural that this feature of the fair should be the one of outstanding importance. In years past the citrus displays have been the wonder and delight of all visitors, and every promise is held out that this feature will be on an even more elaborate scale this year than ever before.

Other horticultural and agricultural exhibits of the entire state will be in evidence in great profusion and the managers of the fair look forward to the smashing of previous records along all lines.

The Citrus Industry is glad to commend this fair to all citrus growers and horticulturists of the state.

DR. J. H. ROSS

In common with thousands of other friends in Florida and throughout the nation, The Citrus Industry joins in sorrow at the death of Dr. J. H. Ross, which occurred at his home in Winter Haven on December 29.

As one of the founders of the Florida Citrus Exchange, for twelve years its efficient president, and at all times a leader in civic affairs of his city, county and state, Dr. Ross had won the confidence, esteem and friendship of such a host as is seldom given to one man. Fearless, aggressive, devoted to principle, yet at all times courteous and tolerant, he was held in deepest regard even by those whom by circumstance he had at times been forced to antagonize.

In the death of Dr. Ross the citrus industry of Florida loses one of its most prominent and able leaders, the community and the state one of its leading citizens. In deepest sorrow The Citrus Industry bows to the passing of this notable pioneer of the industry.

Elsewhere in this issue will be found a tribute to the memory and eminent worth of this great and good man by one who loved and worked with him through many trying years of his active life. This tribute expresses more fully than we can do the outstanding characteristics which guided his life and every public action.

THE CITRUS INDUSTRY PRODUCTION PLANT IN NEW QUARTERS

The Citrus Industry celebrates the completion of its sixth year of service to citrus growers by establishing its production plant in its own new home at Bartow.

Ever since the establishment of The Citrus Industry, the production plant has been in Bartow in quarters leased for the purpose. Just prior to the close of last year a property was purchased in Bartow and a building to accommodate the plant was erected. During the early days of the present year the plant was moved into its new building and the present number of the magazine is issued from the new home.

In addition to the purchase of a site and erection of a building, extensive additions to the equipment have been made. Few publications in the state or in the south are better equipped for handling the peculiar class of work required, than is The Citrus Industry since the installation of its enlarged plant in its new building.

In beginning its seventh year with greatly increased facilities and a plant housed in its own home, The Citrus Industry is better than ever prepared to meet the requirements of such a publication and to serve the interests of its clientele and every possible effort will be made to improve the magazine and to enlarge its field.

The year just closed has been by far the best year in the history of the magazine, due to the active and loyal support of its many friends in the industry and to the hearty co-operation of all factors of the industry. The Citrus Industry desires to take advantage of this occasion to express its deep appreciation of such co-operation and support and to renew its pledge of service to the industry.

The publication, editorial and business office of the magazine remains as heretofore, at 413-415 Stovall-Nelson Building, Tampa, Florida, where the editor and business management will be pleased to meet their many friends.

A HORTICULTURAL RE-AWAKENING

The Citrus Industry is pleased to note the re-awakened activity of Florida newspapers in behalf of horticultural and agricultural development of the state. During the high tide of urban development in Florida during the year just past there has been an inclination to overlook the importance of horticulture as the basis of present prosperity of the state.

In some sections, so great has been the incentive for city and sub-division developments, that all other possibilities have been over-shadowed or over-looked. In many instances rare old groves of great profit earning capacity for their owners have been sacrificed on the altar of sub-division activities. In no small measure the lessened citrus production of the state may be charged to this destruction of bearing groves. Well informed men place the loss to the present crop from this source at between four and five million boxes. Other horticultural and agricultural interests have likewise suffered contraction of acreage by reason of sub-division developments.

If Florida is to maintain its former pre-eminence as a fruit and vegetable marketing state, new grove plantings and new developments of trucking areas must be made to replace the vast acreage converted into city and sub-division lots. Florida by nature is pre-eminently a horticultural state. Fruit and vegetable growing must be the mainstay of the state's prosperity. As the cities and sub-divisions develop, the increased population will create an ever growing local demand for the very things which Florida soils produce in greatest perfection, while markets without the state are constantly affording an outlet for increased production.

In the present situation the wise developer and the wise investor is he who recognizes the wonderful productivity of Florida soil and the ever increasing demand for the products of that soil. What Florida sub-divisions have meant in profits during the year just closed, Florida acreage devoted to fruits and truck crops will mean in profits in the years to come. This is particularly true of citrus fruits. The past few years the citrus growers have been inclined to worry about over-production. Unless new plantings speedily take the place of groves sacrificed to urban development, the problem of the state and of the citrus consuming public will be under-production. The Citrus Industry believes that the owners of suitable citrus soil should plant a grove, and plant it now. The returns may not be quite

as quick but they will be much more certain than a like investment in any other enterprise suited to Florida climate, soil and conditions. A realization of this fact is fast becoming established in the minds alike of native Floridians and investors from the north.

ANOTHER REVISED ESTIMATE

Now we are assured by the federal department of agriculture that another revised estimate, the third, of the Florida citrus crop, will be forthcoming on February first. Having over-guessed the actual crop by some four or five million boxes in its original estimate, the department acceded to the urgent appeals of Florida growers and shippers and made a second estimate, slicing some one and one-half million boxes from the original guess.

Now, again at the urgent protest of the Florida Citrus Exchange and other citrus interests, the department is to again revise its guess. Let it be hoped that the last guess may better than the first and second, and more in keeping with the actual conditions in the citrus belt.

Unless the department can take these estimates out of the realm of mere guessing contests and place them on the sound basis of actual knowledge through personal investigation and inspection, it would be far better and far cheaper to let each individual grower and shipper do his own guessing. Then at least everyone would understand that the guesses were unofficial, and no one would be fooled thereby. As it now stands, Florida growers have lost millions of dollars through the erroneous federal estimates of the present year's crop.

THIS ISSUE OF THE CITRUS INDUSTRY DELAYED

Due to the necessity of moving the printing plant of The Citrus Industry and the unavoidable delay in making electrical connections, this issue of the magazine has been delayed far beyond the usual date of publication. This delay is greatly regretted by the management but was wholly unavoidable. With a greatly enlarged plant now installed in its own building the production of the magazine will be greatly facilitated and a similar delay need not be again anticipated.

Kill a possible million flies next summer by killing one now. Your bag is not limited by law to one million, however.

North Carolina is entirely free of cattle ticks, having recently been released from quarantine. Other states formerly infested and now free of this pest are California, Georgia, Missouri, Kentucky and Tennessee.

Premiums on hogs are now paid to shippers in 110 counties of the United States. The hogmen in these counties are favored with this extra money because they and the cattlemen of their respective counties have combined in a successful movement to eradicate the tuberculous cattle from these counties thus removing one of the most prolific sources for tubercular infection of swine.

International Trade In Citrus Fruits

By D. J. Moriarty, Foodstuffs Division, Department of Commerce

The total production of oranges in the important countries for which statistics are available is around 65,000,000 boxes a year, of which the United States produces approximately 34,000,000 boxes; Spain 23,000,000 boxes; and Italy, 8,000,000 boxes.

Distribution of International Trade in Oranges

The total yearly international trade in oranges is over 18,500,000 boxes, of which Spain exports approximately 12,300,000 boxes; Italy, 2,700,000 boxes; the United States, 2,000,000 boxes; and Palestine, 1,500,000 boxes; while smaller amounts are shipped by Japan, South Africa, Mexico, Jamaica, Porto Rico, Australia, Algeria, Tunis, and Greece.

The principal orange-importing countries are Great Britain, which imports approximately 10,000,000 boxes (54 per cent of the total available) a year; Canada, 1,800,000 boxes (10 per cent); Germany 1,000,000 boxes (5.5 per cent); the Netherlands 1,000,000 boxes (5.5 per cent); Belgium, 900,000 boxes (5 per cent); France, 700,000 boxes (4 per cent); and Switzerland, 450,000 boxes (2.5 per cent).

United States and Spain the Principal Orange Producers

Over 95 per cent of United States oranges are grown in California and Florida, and the remainder in Alabama, Arizona, Louisiana, Mississippi, and Texas. In 1915 Florida produced 6,150,000 boxes and California 15,050,000 boxes, while preliminary figures of the 1924-25 orange production credit Florida with 13,400,000 boxes and California with 22,000,000 boxes.

Spanish oranges are grown chiefly in the Provinces of Valencia, Castellon, and Murcia, on the eastern coast of Spain, and in the Province of Seville. Spain's production of oranges in 1922 was over 23,000,000 boxes, of which about 11,000,000 boxes came from Valencia, over 6,000,000 boxes from Castellon, and over 2,000,000 boxes from Murcia. The Province of Seville is noted for its sour oranges, the greater portion of which are shipped to England and Scotland for use in making marmalade. Spanish production figures credit Seville with a crop of over 1,200,000 boxes of oranges in 1922.

Orange Production in Italy and Palestine

In 1921 about 8,00,000 boxes of oranges were produced in Italy, of which over 4,000,000 boxes were grown in Sicily, 2,000,000 boxes in Calabria, and 1,300,000 boxes in Campania. Italy also produced over 600,000 boxes of mandarines over half of which came from Sicily.

The great portion of Palestine oranges grow in the Jaffa district, and are known to the trade as Jaffa oranges. The present maximum yield of Palestine oranges appears to be about 2,000,000 boxes.

Great Britain a Heavy Purchaser of Spanish Oranges

During 1920 to 1924 about 70 per cent of the

average yearly Spanish orange exports went to Great Britain, and the greater part of the remainder to the Netherlands, Belgium, and Germany. A comparison of Spain's exports during 1920-1924 and 1909-1913 shows that the recent shipments were about 2,000,000 boxes a year less than pre-war consignments. France, which took annually around 3,000,000 boxes of Spanish oranges a year from 1909 to 1913, was practically out of the Spanish market from 1922 to 1924, while Germany, with pre-war purchases around 2,700,000 boxes a year, took negligible quantities from 1920 to 1923. On the other hand, Great Britain increased purchases during 1920 to 1924 by about 2,000,000 boxes a year; Belgium, around 148,000 boxes; and the Netherlands, 128,000 boxes; while Germany came back into the market for about 4,000,000 boxes (an estimate) of Spanish oranges in 1924.

Italian Oranges Consumed Largely by Continental Europe

Around 30 per cent of Italy's average yearly orange shipments from 1920 to 1924 went to Germany, 25 per cent to France, 16 per cent to Switzerland, and 10 per cent to Austria, while Great Britain, Yugoslavia, Sweden, Denmark, and Czechoslovakia took practically all of the remainder in varying amounts. A comparison of Italy's exports during 1920-1924 with those during 1909-1913 shows that Italy's recent yearly exports were around 657,000 boxes less than during the earlier period, also that in 1920-1924 Italy lacked most of the old Austro-Hungarian market (for over 1,700,000 boxes of oranges a year), though the combined purchases by some of the newly-formed countries carved from the old Empire of Austria-Hungary reached during 1920 to 1924, about 650,000 boxes of Italian oranges a year, and these countries may increase such purchases should there be an improvement in economic conditions.

Italy also lacked its former Russian market (for over 370,000 boxes of oranges a year) during 1920-1924, and sold each year about 84,000 boxes less to Great Britain during that period. Germany, however, took annually over 245,000 boxes more Italian oranges during the 1920-1924 period than in pre-war years; Switzerland 336,000 boxes more; while Sweden came into the market each year for around 55,000 boxes of Italian oranges, and Denmark for around 30,000 boxes. France, whose purchases of Italian oranges during 1909 to 1913 were negligible purchased over 684,000 boxes a year from 1920 to 1924.

Canada the Chief Market for United States Oranges—Palestine Oranges

In the period from 1920 to 1924 over 90 per cent (around 1,800,00 boxes) of the total shipments of United States oranges went to Canada. Smaller amounts were shipped to England, the Philippines, Cuba, China, Newfoundland and

Labrador, Mexico, and New Zealand. British trade statistics show that for each of the years from 1920 to 1923 imports of oranges from the United States comprised less than 1 per cent of the total orange imports of the United Kingdom. A comparison of United States exports of oranges for the periods 1920-1924 and 1909-1913 discloses that our recent shipments were around 1,995,770 boxes a year as against pre-war consignments of 1,005,247 boxes a year—an increase of around 1,000,000 boxes a year. Canada has always been the best market for our oranges.

The United Kingdom is the largest market for Palestine oranges, taking around 80 per cent (approximately 1,200,000 boxes) of the exports from Palestine in the 1924-25 export season, while around 10 per cent went to Egypt and smaller amount to the Netherlands, Bulgaria, the Scandinavian countries, and Russia.

Exports of Oranges from United States, Spain, and Italy

The following table shows exports of oranges, by years from Spain, Italy, and the United States, for the period 1920-1924:

Exports* of oranges from Spain, Italy, and United States						
Years	From Spain		From Italy		From United States	
	Boxes	Dollars	Boxes	Dollars	Boxes	Dollars
1924	17,666,000	22,357,840	3,489,331	7,409,385	2,564,043	8,687,097
1923	13,026,035	16,987,264	2,301,715	4,004,468	2,293,833	8,478,712
1922	11,332,206	14,899,769	2,459,666	5,482,826	1,381,905	6,931,246
1921	12,265,697	7,047,817	3,136,548	4,937,544	2,221,075	8,374,735
1920	7,288,186	4,933,590	2,301,851	4,042,474	1,517,994	7,518,638

* The Spanish export figures for 1924 are an estimate. The other figures are taken from Spanish, Italian, and United States official trade statistics.

Average Annual Exports of Spanish and Italian Oranges

The following table shows the average yearly exports of Spanish and Italian oranges for the periods 1909-1913 and 1920-1924 to the leading countries of destination:

Exports of Spanish and Italian oranges					
		1909-1913		1920-1924	
Destinations	Boxes	Per cent of total	Boxes	Per cent of total	
Spanish oranges: 1					
Great Britain	6,571,069	46	8,497,873	69	
France	2,999,836	21	(2)	(3)	
Germany	2,714,187	19	(3)	(3)	
Netherlands*	857,096	6	985,261	8	
Belgium	714,247	5	862,103	7	
Other countries	428,548	3	1,970,521	16	
Total	14,284,933	100	12,315,768	100	
Italian oranges:					
Austria-Hungary	1,760,442	52	(4)	(4)	
Germany	575,529	17	821,347	30	
Russia	372,401	11	(5)	(5)	
Great Britain	169,273	5	85,404	3	
Switzerland	101,564	3	433,052	16	
France			684,456	25	
Austria			273,782	10	
Yugoslavia			82,135	3	
Sweden			54,756	2	
Denmark			30,000	1	
Other countries	406,257	12	267,890	10	
Total	3,385,466	100	2,737,822	100	

1 Official Spanish trade statistics for 1922 and 1923 do not give the countries of destination of orange exports, and such data were obtained from unofficial trade sources.

2 France took 656,000 boxes in 1920 and 1,963,000 boxes in 1921, but averaged less than 1 per cent in 1922-1924. Commercial relations between France and Spain were severed from December, 1921, to July, 1922. French purchases have also been reduced because of the state of the franc exchange.

3 Germany took 3,866,666 boxes (an estimate) of Spanish oranges in 1924.

4 The old Empire of Austria-Hungary was broken up after the World War into Austria, Yugoslavia, Czechoslovakia, and Hungary. Recent purchases by Austria and Yugoslavia are shown above;

Czechoslovakia took 289,552 boxes of Italian oranges.

5 Great Britain's share of Italian oranges amounted to 3 per cent for 1921-1924.

Successful Marketing Depends on Various Factors

Though many countries produce oranges in abundance, the mere production of the fruit is in itself no criterion of ability to market successfully a portion of the crop abroad. There must be a definite market for the product, and the oranges must meet local requirements as to price, size, flavor, and other points. There should also be proper grading and packing, and sufficient transportation facilities to and from the port of export, which presupposes proper storage, refrigeration, and other factors concerned in proper care until final delivery. It is also necessary that exporters should know, through reliable foreign representatives, the intimate details of their foreign markets, in order that they may regulate their shipments in accordance with demand.

World Production and International Movement of Lemons

The total annual production of lemons in the important producing countries is around 20,000,000 boxes, of which Italy produces approximately 13,000,000 boxes and the United States 7,000,000 boxes. There is also a small production of lemons in Spain.

The total yearly international trade in lemons is around 4,500,000 boxes, of which Italy exports 4,000,000 boxes. The remaining shipments come from the United States and Spain.

The principal lemon-importing countries are the United States, which imports approximately 1,000,000 boxes (24 per cent of the total available) a year; Germany, approximately 850,000 boxes (21 per cent), and Great Britain, approximately 650,000 boxes (16 per cent). Smaller markets for Italian lemons are Austria, France, Switzerland, Turkey (Europe), and Rumania.

Lemon Production in Italy and United States

It is estimated that the average annual production of lemons in Italy is around 13,000,000 boxes a year, most of them coming from Sicily. The lemon industry of Sicily is most extensively developed in the Provinces of Palermo and Messina.

Practically all the lemons grown in the United States are from California, which State produced 4,055,000 boxes in 1921-22 and 6,732,000 boxes in 1923-24.

Italian exports of lemons during 1920-1924 were almost 3,000,000 boxes less than the pre-war (1909-1913) exports. This decrease, like that in recent exports of Spanish and Italian oranges, may be accounted for in large part by unsettled economic conditions in most European fruit markets, resulting from the World War. To counteract this situation Italy has engaged more extensively in the manufacture of lemon by-products.

Italian Export Trade in Lemons

The following table shows the average annual exports of lemons from Italy to the leading destinations during 1909-1913 and 1920-1924:

Exports of Italian Lemons				
Exported to—	1909-1913		1920-1924	
	Boxes	Per cent of total	Boxes	Per cent of total
United States	2,165,184	31	961,789	24

Great Britain	1,258,946	18	641,193	16
Austria-Hungary 1	1,189,004	17	(1)	(1)
Germany	839,297	12	841,566	21
Austria 1	(1)	(1)	280,521	7
France			240,447	6
Switzerland			160,298	4
Turkey (Europe)			169,208	4
Rumania			120,223	3
Other countries	979,180	14	601,120	15
Total	6,994,142	100	4,007,455	100

1 The old Empire of Austria-Hungary was broken up after the World War into Austria, Hungary, Yugoslavia, and Czechoslovakia. Recent purchases by Austria are shown; there were also small, scattered purchases by Yugoslavia and Czechoslovakia in 1920-1924.

United States Exports of Lemons—Grapefruit Production

United States exports of lemons are about 237,000 boxes a year, with Canada as the principal market. Spain's shipments are less than those from the United States.

Grapefruit is becoming an increasingly important factor in foreign trade. The total production of grapefruit in the important countries for which statistics are available is around 9,500,000 boxes a year, of which the United States produces approximately 8,600,000 boxes; Porto Rico, 700,000; Cuba, 200,000; Jamaica, 100,000; and South Africa, 100,000 boxes.

International Trade in Grapefruit

The total yearly international trade in grapefruit is now around 1,500,000 boxes, of which Porto Rico exports, say 665,000 boxes; the United States, 500,000 boxes; Cuba, (Isle of Pines), 200,000 boxes; Jamaica, 65,000 boxes; and South Africa, over 20,000 boxes.

The principal countries importing this fruit are the United States,* which imports 750,000 boxes (50 per cent of the total available) a year; England, 500,000 boxes (33 per cent); and Canada, 250,000 boxes (17 per cent).

Canada Our Chief Buyer for Grapefruit

Practically all the grapefruit grown in the United States is produced in Florida, though California, Arizona, Mississippi, and Texas are raising small amounts. Florida's production of grapefruit has increased from 6,000,000 boxes in 1921-22 to 8,600,000 boxes in 1924-25.

The exports of grapefruit from Porto Rico, Cuba, Jamaica, and South Africa represent the greater part of their commercial production.

In the fiscal year ended June 30, 1924, Porto Rico exported 666,657 boxes of grapefruit to the United States, and about 600 boxes to other countries. There has been recently an increase in direct shipments of Porto Rican grapefruit to Europe.

Canada is the best market for United States grapefruit, but the shipments to the United Kingdom (Chiefly England) have shown a decided increase during the first 10 months of 1925.

United States Exports of Grapefruit.

The following table shows total exports of grapefruit, by years and percentages, from the United States for 1922-1925, also shipments to Canada and the United Kingdom:

Years	Exports of grapefruit from United States				
	Total Boxes	To Canada Boxes	Per cent of Total	To United Kingdom Boxes	Per cent of Total
1925 1	373,000	212,000	57	117,000	31
1924	312,000	249,000	80	48,000	12
1923	281,000	255,000	90	15,000	5
1922	224,000	207,000	92	10,000	4

1 The 1925 figures cover the months January to October, inclusive, and are subject to revision.

West Indian Grapefruit Shipped to Great Britain and United States

It is estimated by the London trade that around one-third of the grapefruit reaching that market from the United States is from Porto Rico, the fruit having been transshipped to England.

Cuban (Isle of Pines) grapefruit finds its best market in the United States, owing to the fact that the early crop is harvested in August, from six weeks to two months before our Florida grapefruit. Cuban grapefruit exports to the United States have run from 150,000 to 250,000 boxes a year during the past four years.

Most of the Jamaican grapefruit is marketed in England, which took around 66,000 boxes in 1924. England is also the chief market for South African grapefruit, taking over 20,000 boxes a year. This fruit has not received particular attention in South Africa.

Efforts to Increase European Consumption of Fruit

The consumption of fresh fruit in the United Kingdom has been stimulated by the activities of the British Federation of Fruit and Potato Trades Association for the purpose of advertising home-grown fruits and vegetables, and at the same time inducing the habit of eating fruit, so that the average person will consider fruit a part of his regular diet and not a luxury. While this movement may account in large part for increased British imports of grapefruit, the average European is not yet educated to the use of the fruit. While small shipments go to Germany, France, and a few other countries, such purchases have not yet assumed any particular volume, grapefruit being considered as somewhat of a luxury, and in some places as more or less a curiosity.

EXCHANGE OPPOSES

ESTIMATE ABOLITION

The Florida Citrus Exchange probably will oppose abolition of citrus crop estimates in the next issue of its official publication, the "Chronicle," particularly taking exception to purported remarks of Congressman Joe Sears that accurate estimate is impossible and that the government estimates only work harm.

Its editorial on the subject points to the estimates of the past as contradicting Mr. Sears' statement it is impossible to estimate the crop within 4,000,000 boxes of the actual figure. It points out that there never has been such a wide divergence.

"Crop estimates are important," the editorial states. "They should not be abolished. They are needed by the growers that they may have some idea of how much citrus is being produced and if there happens to be for some reason a shortage or over-production, the grower is entitled to know it that he may govern the handling of his crop accordingly."

"Market conditions are much affected by the crop condition. Accurate crop estimates help to stabilize the market. Incorrect estimates cause fluctuations and a weak market. No estimate at all would leave the growers at the mercy of some unreliable shippers and commission men who would be unable to determine whether to order light or order heavy."

Caring For A Citrus Grove

One of the leading citrus authorities in Florida has prepared and presented the following excellent advice to growers on the proper care and attention of citrus groves. A careful study and following of this advice will prove of much value, particularly to those who have just come into possession of a grove and who desire the aid of careful and experienced growers.

The citrus industry in Florida has probably developed more during the last decade than during any like period since the industry began its growth. The successful grove owner has come to think of his grove as a business and to apply the same methods he would use in any business undertaking.

With the large number of economic problems confronting the grower, it has become necessary for him to get his grove on a business basis, keep cost records and eliminate unprofitable practices which have been numerous in the past.

The paramount operations which the grower must consider are in their order, fertilization, cultivation and spraying.

Fertilization is given first place because it is almost impossible to develop a profitable grove on the average citrus soil, without the use of additional plant foods. Of the plant foods necessary for satisfactory plant development, all are found present in the soil in sufficient quantities with the exception of nitrogen or ammonia, phosphorous or phosphoric acid and potash. They must be supplied in some manner, either through cover crops, manures or commercial fertilizers, or a combination of all. Since ammonia is the principal plant food supplied by growing cover crops, or by applying manures, it is necessary to add the others in the form of commercial fertilizers. It is not practical or advisable to secure all of the ammonia from cover crops or manures and for this reason it is also necessary to secure a reasonable amount of this plant food from the commercial fertilizers. The per cent to be used depends entirely upon the soil requirements and condition of the grove to be fertilized, as well as the season of the years during which the application is to be made.

Heavy Soils Need Little Ammonia

A grove on heavy, fertile soil will not require as much ammonia as one on a lighter soil; neither will one where leguminous cover crops have

been grown require as much ammonia as one on the same class of soils where such cover crops have not been grown.

Besides supplying a certain amount of plant food, cover crops and manures perform another and more important function. There is almost always a certain amount of unavailable plant food contained in the soil. In order that this may be made available, certain soil acids and soil bacteria must be present. These are supplied through the decaying of cover crops and manures. We speak of live soils and dead soils. A live soil is full of minute organisms known as bacteria. These are very essential for satisfactory plant growth. A dead soil is minus or deficient in these organisms and before it is profitable they must be added by growing and turning under cover crops or applying animal manures, preferably stable manure.

Fertilizers Wasted

These has been quite a waste and abuse in the uses of commercial fertilizers during the past. The average grower, not having the time nor the inclination to study this phase of the industry, has used fertilizers not in all instances best adapted to his conditions. He might have used a two per cent ammonia goods when a three was required, or a chemical mixture when heavy organic mixture would have produced better results. These problems are receiving more careful attention from the grower every year.

Cultivation is important especially on the lighter soils where moisture is more or less a problem during the dry spring months. The average bearing grove, however, can be made profitable with a minimum amount of cultivation if fertilizer is applied in the proper amounts. Where non-cultivation, or a minimum amount is done, more fertilizer is required than where extensive cultivation is practiced. For most conditions the grower has found it advisable to cultivate only to conserve the moisture, discontinuing all cultivation as soon as the summer rains begin until late fall, at which time it is good practice to either turn under with a plow, or cut into the soil with a disc harrow, the cover crop. The soil should be leveled with an Acme in order that no more surface will be exposed to the sun and wind than is necessary. After this is done, all cultivation is suspended until spring.

Spraying

Spraying is mentioned last because it is possible, with the aid of friendly

fungi, to produce a grove and a crop of fruit without spraying. Growers, however, have not found it profitable to do so. The vitality of the tree is reduced and an inferior grade of fruit is produced.

There has probably been more money wasted in improper and untimely spraying than any other grove operation. The use of poor and unsatisfactory materials, the work not carefully and thoroughly done, applications made at the wrong time, account for most of the unsatisfactory results.

Insects Combatted

Insects, to be successfully controlled, must be combatted at a certain stage of their development. If a thorough job of spraying is done with the proper material while scale or white fly are in the crawler stage, a satisfactory kill is sure to result. Fortunately there is one season of the year when there are very few if any whitefly on the wing, and at which time oil emulsion can be used without danger of burning and a very thorough cleanup of insect pests secured. This is best done in November and not later than Feb. 1. If a good oil emulsion is used at the proper strength for this spraying, all future spraying for such insects pests may be reduced to a minimum. This is the most important spray application of the year and great care should be taken to have it thoroughly done.

LOOKING AHEAD

By Spuds Johnson

Now at the beginning of a new year is a good time for us farmers to be looking ahead, planning ahead and laying schemes today that are expected to bear fruit at some future tomorrow. The man who lives for today only will never get the most out of life. This is especially true of farmers.

Too many farmers are saying, in acts if not in words, "I will get all I can out of my farm today and take no heed of the tomorrow. Let tomorrow take care of itself." And so they drain their soil of its fertility by planting crops without fertilizing them as they should. They let the nitrogenous constituents of the soil leach out and go to waste, and do not try to conserve plant food by having some kind of a crop growing on the land all of the time. They do not return this nitrogen that

Continued on page 32

A GREAT CITRUS EXPOSITION

Continued from page 15

Automobile Show

The automobile show will bring together a wonderful collection of cars of the finest makes, as well as the more popular models. This exhibit will be housed in a building 200 feet long, and the interest manifested by dealers is shown by the application of one exhibitor who desired to take the full 200 feet. Exhibits by one dealer or manufacturer are limited to fifty feet, in order that all exhibitors may be accommodated.

Agricultural Implements

Reservations in the agricultural implement division indicate that this department will be fully up to the high standard maintained in previous exhibits, as manufacturers are generally asking for increased space.

The Museum

Glass cases are this year provided for all exhibits of birds, fish, etc., in the museum department. Many more specimens of birds will be shown this year than heretofore, and the exhibit will also include an extensive display of mounted butterflies and other wild life of Florida.

Flower Show at Fair

The first flower show held at the fair last year fully demonstrated the interest in this feature. So great has been the demand for space this year that a section 80x100 feet in the D. B. McKay building has been set apart for the purpose, and here some wonderful exhibits of Florida flora will be shown. This exhibit is to be under the auspices of the Tampa Women's Club.

In the same building an electrical cooler is being erected under the direction of Mr. Wallace, the butter sculptor. This cooler is 10x40 feet and will be used to house all county dairy exhibits. Mr. Wallace also plans many interesting and unique designs. In the case used last year to exhibit the "butter cow," he will this year exhibit a likeness of President Coolidge holding two dairy cows. These exhibits in butter will be permanent features of coming fairs. Twelve hundred pounds of butter will be used

by Mr. Wallace in creating the likeness of the president and his cows. Electrical refrigeration has been installed throughout this department, superceding the icing plant.

Sports and Attractions

As usual, the Johnny Jones shows will furnish the midway amusements and be in charge of the midway concessions. All free acts will be under the direction of the fair management and will be entirely new, embracing many acts from Ringling Bros. and other big shows. These acts will be the best ever presented and will embrace numbers to please all ages and all tastes.

A contract has been closed for the most spectacular program of fireworks every night during the fair. This program will be furnished by the C. H. Duffield Fireworks Co., the leading producers in this line.

Automobile racing will feature the opening day. There will be races by world famous drivers under the personal management of J. Alex Sloan.

Concert music during the fair will be furnished by Bachman's famous "million dollar band."

The Lighting Effect

More than 20,000 feet of electric streamers were used in illumination last year, and an additional 2,000 feet has been installed for this year's exposition. Manager Strieder, who is acquainted with all the big fairs, declares that the South Florida Fair has the best lighted grounds of any fair in the United States.

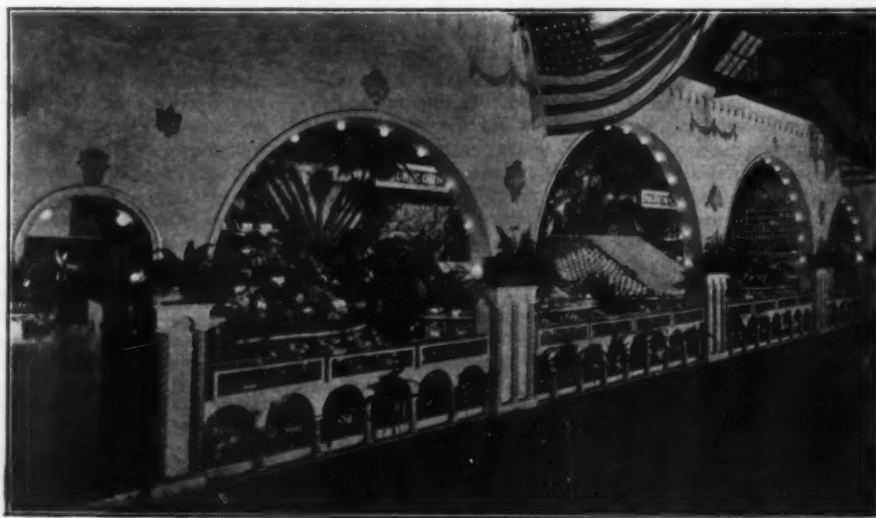
In the past six years, seventeen new buildings have been erected on the grounds, and these buildings now afford 400,000 square feet of floor space for exhibitors.

Many Race Horses Coming

Many race horses, particularly the gallopers, are coming to the fair, advance inquiries indicating that intense interest is being taken in this feature. Numerous entries have already been made.

This year the first dog show will be given under the auspices of the South Florida Kennel Club with the sanction of the American Kennel Club.

Continued on page 35



Sectional View of Polk County at the South Florida Fair, 1925

No Trade Mark Rights In Tree Name

By John J. Riley, LL. B., Washington, D. C.

The fact that a name for a particular variety of fruit-bearing tree or plant cannot be protected as a trademark by the one originating the species or the nurseryman selling them, is the subject of an interesting decision of the Commissioner of Patents recently made public.

Application was made by a nursery company for the registration of the name "Austrian Prune Plum" in the Patent Office as a trademark, claiming that it had been used as a name for a line of fruit trees, scions, grafts, cuttings, stocks, and roots, presumably of one particular nature. As the federal laws allow registration of valid trademarks only, the application was rejected for the reason that the name "Austrian Prune Plum" did not perform a trademark function, was therefore not a trademark, and not registrable.

It was pointed out in the decision that a mere name for an organic article, such as a species of tree or vine, which by the law of its nature is reproductive, cannot be sustained as a trademark. That is, it was not used as a mark on a varied class of nursery products to indicate that all goods showing that name or mark were cultivated or prepared for sale and put upon the market by a particular individual or concern, and to distinguish them from like products sold by others.

In this instance the words merely served as a name for a new kind of tree and the means of reproducing it, by which it could be identified among the other varieties of fruit trees. Trees of the particularly named species would be sold for the express purpose of reproducing its kind in the hands of their purchasers, and the seller could not in any way prohibit him from calling his new trees by the same name or from selling them to third parties under that recognized title. The original seller would therefore have no right to the exclusive use of such a name under trademark law, such as is one of the essential elements of a valid trademark.

It must be understood, however, that this does not apply to the use of a particular mark on all or many varieties of trees, vines, or plants removed from the soil and sold by a nurseryman, so long as the mark is not applied as a name for a particular or specific kind of tree. In the

former case, trademark use is evident,—the mark would be used to show that all varieties of trees or plants showing that mark were put on the market by one person or company.

Lake City was host to every club boy and girl in Columbia County on December 19 at a Christmas tree. The business men of Lake City gave the tree, and pledged funds for its support to Mrs. Mary S. Shook, the county home demonstrator agent.

Horticulturists of the Illinois College of Agriculture have found that selling apples by the pound decreases consumption of this food product.

Blue Mold Decay

Now Practically Controlled by

BROGDEX BROGDITE

A simple, inexpensive method has been found for the control of blue mold decay in citrus fruits. The application of common borax renders fresh fruit resistant to blue mold decay and if applied properly will reduce losses to less than one half of one percent.

This discovery under the trade name "Brogdite" has been granted a patent and covers any treatment of fresh fruit with borax. The Brogdite treatment has been in commercial use in California for three years with wonderfully satisfactory results.

"Brogdex" is a trade name applied to the process of applying an extremely thin protective film of paraffin to the fruit after it has gone through the "Brogdite" bath. The film is not noticeable except to the expert eye and does not interfere with the so-called breathing of the fruit but is very effective in preserving the original plumpness and freshness for long periods of time.

The combined Brogdex-Brogdite treatment enables shippers to save practically all loss from blue mold decay and shrinkage. In addition you save pre-cooling and icing costs as all Brogdex-Brogdite treated fruit go to market in ventilated cars WITHOUT ICE.

Another important advantage is that the dealer who gets your fruit can keep it till it sells, a point he will be quick to take advantage of, creating a favorable demand for his pack.

We have secured the exclusive right to license this process in Florida, under the Brogdex Company patents. We make the equipment necessary and install it in your plant and license its use on a small royalty basis of a few cents per box. You will save big money by taking advantage of our attractive plan under which the benefits from this remarkable discovery you can realize at once.

Skinner Machinery Co.

World's Largest Mfrs. Packing House Equipment

48 Broadway

DUNEDIN, FLORIDA

Shepard Starts for Florida to Make Survey

As the result of a letter written to the secretary of agriculture by Representative Herbert J. Drane of the First district, calling attention to complaints that estimates of the Florida citrus crop are too large, the secretary has detailed John J. Shepard, of the bureau of crop estimates, to go to Florida immediately for a further investigation.

Mr. Shepard has left Washington and first will go to Gainesville, which is headquarters for the department in Florida, and later will go to Tampa for a conference with several men whose names have been furnished him by Representative Drane, and who are thoroughly familiar with citrus crop conditions in the state, and who represent both the Florida Citrus Exchange and the independent shippers.

Representative Drane, is confident that as a result of this investigation there will be further revision of the official estimates, downward.

Letter Gets Results

Congressman Drane's letter to Secretary Jardine, which brought about the action, follows:

"Referring to correspondence at the beginning of the citrus season in Florida, I was one of the protestants to the facts given publicity by your department and wherein at a later date you caused a revision of the estimates making them somewhat less but still very far in excess of what is justified by actual conditions. I beg to hand you herewith excerpts from the Tampa Telegraph and the Tampa Tribune both of which have been referred to me by an official in Florida whose duty it is to keep in touch with actual crop conditions insofar as citrus fruits are concerned. I may say that the two newspapers herein referred to are both published in the citrus area of Florida and are in better position, by reason of that fact and their daily touch with crop conditions, to give out information than any other newspapers of similar circulation outside the state.

"I am sure it will interest you to know that some weeks ago I traveled several hundred miles and for more than twelve hours of daylight in a pullman car my traveling companions being strangers to me, there being three in number, and from the trend of their conversation among themselves I learned that they were connected with the department of agri-

culture and had rather intimate information of the estimates which had been made and of the protests which had been filed in connection therewith. Without disclosing my identity I took an opportunity to talk at length with the oldest and most intelligent of the three men and in touching upon the matter of citrus estimates, he not knowing of my official position with the government or my name only knowing that I was from Florida, he expressed himself to the effect that the estimates given out by the department of agriculture as to the Florida citrus crops were so high in the first instance as to be absurd and when reduced, as they were later that they were still left so high as to do a very serious injustice to the growers of citrus fruits.

He Is Loyal

This gentleman of whom I am writing and whose language in substance is above quoted is absolutely loyal to the particular bureau by which he is employed and certainly gave me the impression that he took great pride in being connected in an important capacity (which he mentioned) in the department of agriculture. Of course, he did not expect his conversation to be repeated or made use of by a member of congress and for that reason he shall be nameless in this communication. I assure you, however, that the incident related is absolutely accurate.

"You will find when the Florida citrus crop is gathered that it will run under fifteen million boxes. I may say in this connection that I was in Florida very recently during the cold weather in Washington and in the few days around Christmas and at the lowest temperature of which I could hear no damage was done to the citrus crops. I drove for more than one hundred miles over my congressional district and the only damage by cold which I was able to discover was a small field of eggplant which had been ready for the market and were badly wilted. In my travels that day I was as far north as Brooksville, Hernando county and there outside the city on a very high hill exposed from every direction were winter crops of nearly every kind placed there for experimental purposes by some gentleman who lived in Brooksville and these crops looked as fresh as they did before there

was any talk of cold. What was my surprise, therefore, upon arriving in Washington on Sunday of the present week to have friends ask if I was in Florida during the freeze as they had heard here that Florida had had a disastrous freeze around Christmas practically destroying the entire citrus crop. Therefore, my estimate is not placed upon a loss of fruit through a freeze but through other and natural conditions including Aphid Infestation.

"I trust Sir you will pardon us for encroaching so much upon your time but I am assured in my own mind that you have as much interest in my state as you have in any other and that you will be glad to receive information or criticism given in the friendly spirit it is intended."

FLORIDA INSPECTORS

TURN IN BIG REVENUE


Tallahassee, Jan. 18.—The inspection division of the department of agriculture collected a gross revenue of \$452,051.70 during 1925, according to J. Hinton Pledger, chief clerk and supervising inspector.

The revenue was derived from the sale of fertilizer inspection stamps, cotton seed meal inspection stamps and those of feed, citrus fruits and oil.

The division collected \$124,539.09 more for 1925 than 1924.

Free

60-page Reference Book



Mailing List Catalog No. 55

Get Business by Mail

60 pages of vital business facts and figures. Who, where and how many your prospects are.
3,000 lines of business covered. Compiled by the Largest Directory Publishers in the world, thru information obtained by actual door-to-door canvass.
Write for your FREE copy.

R. L. POLK & CO., Detroit, Mich.
735 POLK DIRECTORY BLDG.
Branches in principal cities of U. S.

This is the way to apply VOLCK. Wet the entire tree, top and all, and you will kill the scale, clean up the trees, increase the production, and greatly improve the quality of your crop.



Every Bug That is Hit is Killed!



We will gladly spray a tree for any grower who would like to see what VOLCK will do in his own grove, better still, arrange to try it on five or ten acres. Our best salesman is a VOLCK sprayed tree.

When spraying with VOLCK the only thing the grower has to consider is thoro application—the effectiveness of the material has been emphatically and conclusively proven. If it is properly put onto the trees—if you give them a good wetting so that the scale and other insect pests are reached by the spray—*your pest problem is ended.*

No scale that has been hit with VOLCK can live!

And here is a fact that is just as important—VOLCK is as *safe* as it is *certain*. It does not carry the high risk of burning and injury to fruit and foliage that was so discouraging with materials and methods formerly used.

This makes it possible for the grower to apply VOLCK when the pests are most easily killed and when the job can be most economi-

cally done, without the old fear of weather uncertainty and the ever-present hazard of disastrous damage.

VOLCK has saved many thousands of dollars to the citrus growers of California and Florida—and its use is growing with tremendous rapidity each season. Growers who have not already studied the facts about this improved method of citrus insect pest control, should get in touch with our nearest representative at once.

For clean trees, big production, quality fruit, and fine appearance spray with VOLCK. There is no other spray like it—none that combines effectiveness and safety to the same degree. To get the results your neighbor has obtained with VOLCK you must spray with the same material.



CALIFORNIA SPRAY-CHEMICAL COMPANY

807 Orlando Bank and Trust Building, Orlando, Florida

W. W. THOMAS, Manager

O. R. BLOIS, Entomologist

120-122

VOLCK

England Has Heavy Annual Fruit Bill

Imports of fresh fruits into the United Kingdom have shown a substantial increase since 1913, their value having more than doubled in ten-year period 1913-1923, according to D. J. Moriarity of the Food-stuffs Division of the Department of Commerce. Whereas in 1913 such imports were valued at \$47,595,294, they reached \$116,490,389 in 1920, from which they rose to \$126,247,-

108 in 1923. The estimated 1924 value of approximately \$129,000,000 is also a further increase of \$3,000,000 over the 1923 value.

The greater portion of the population of the United Kingdom is engaged in industrial rather than agricultural pursuits, and while apples, pears, plums, cherries, strawberries, raspberries, gooseberries, and currants are grown commercially, the

supply by no means meets domestic requirements. In 1924, for instance, the estimated commercial production of apples in the United States approximated the equivalent of 86,103,000 boxes (a box equalling one bushel), of which the equivalent of approximately 12,361,020 boxes (around 14 per cent) were exported to various countries, the United Kingdom tak-

Continued on page 34

SHOWING THE WORLD THE EXCELLENCE OF FLORIDA'S CITRUS PRODUCTS



"The above is one of the prize winners of several hundred entries in a window display contest which was conducted by the Herald-Examiner, Chicago, in which Blue Goose was being advertised to 354,892 homes."

Fruit Auctions Have Grown Rapidly

American fruit auctions now occupy an important place in the machinery of distribution. Approximately \$150,000,000 worth of farm products were sold in 1923 by these auctions, compared with less than \$50,000,000 in 1912. The auctions provide a rapid sales medium, and are used particularly by the large private and cooperative organizations which must keep their large volume of production moving in a continuous stream.

These facts are brought out by the United States Department of Agriculture which has been making an extensive study of the fruit auctions. Twenty-four companies were engaged in the business in 14 leading distributing centers in 1923. The principle of auction selling, the department points out, is predicated upon the necessity for assembling in one place a sufficient proportion of the market supplies to attract a large body of the buying trade.

"Numerous changes have taken place in the auction business in recent years," the department says. "Reorganizations, consolidations, and the establishment of new companies have occurred in several cities. Most of the changes have resulted from the demands of the trade for impartiality in the services rendered and the charges imposed, and from their desire to participate in the profits earned by the auctions. The tendency is toward greater uniformity in methods and practices.

"Auctions in the receiving markets occupy a position in the channels of distribution between the shippers and the retailers. On the one hand the functions of the auction are identical with those of the carlot wholesaler or the commission merchant, while on the other the auction operates in much the same manner as the jobber and other less-than-car-lot wholesalers.

"A great variety of commodities are sold at the auctions, but most of the supplies consist of citrus and deciduous fruits. The sales are open to the public, and anyone may buy. Charges and commission rates by the various companies lack uniformity, but in most cases are less than the cost of selling by private sale. Another factor appreciated by growers is that the companies customarily forward net returns to the shipper within 24 to 48 hours after the sale is made."

Detailed results of the department's

study have been printed in Department Bulletin No. 1362, entitled "American Fruit and Produce Auctions," copies of which may be obtained upon request to the Department of Agriculture, Washington, D. C.

PLATTING HITS CITRUS GROVES

Florida's citrus fruit groves have been materially reduced and the annual production cut approximately 5,700,000 boxes by the inroads of real estate subdivisions, according to Frank Kay Anderson, well known Orlando realtor who has an intimate knowledge of the citrus situation.

Mr. Anderson estimates that 27,500 acres of groves have been cut up for subdivisions.

The estimate was corroborated by Frank Skelly, general manager of the American Fruit Growers Inc. Mr. Skelly, unaware of Mr. Anderson's estimate, conducted an investigation of his own, finding that approximately 1,897,500 trees had been destroyed or moved as a result of real estate activity. The trees normally would produce 5,700,000 boxes annually, it is estimated.

"LIVE-AT-HOME" FARM PROGRAM GETS UNDER WAY IN PASCO COUNTY

Dade City, Fla.—The first steps in the "live-at-home" program among farmers of Pasco County have been taken and plans for the program are rapidly taking shape. This is a county-wide program, and farmers of a number of different communities have already adopted it as the basis of their work this year.

At a meeting of the Denham-Myrtle club recently a community plan of work was outlined for the present year, with the assistance of the county agent, W. T. Nettles, and the home demonstration agent, Mrs. Harriet Ticknor. Each farm family in the community plans to enter a contest and turn in records to the county agent's office each month showing the amount of products consumed on the farm that were raised on the farm.

A county agricultural council has been formed, with 12 representatives from different sections of the county serving. Committees of this council have been appointed on each project to be undertaken by the county agent this year.

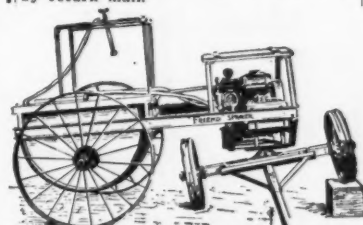
"The aim of this live-at-home pro-

ject," says W. T. Nettles, county agent, "is to put the farm on a paying basis and to improve the standards of living on the farm."

In writing advertisers please mention The Citrus Industry.

Profit or Loss?

WHICH does your 1925 fruit crop show? If a loss, lack of thorough, timely spraying may be the reason. If a profit, no doubt efficient spraying is one big reason. Let us tell you about the easiest, fastest, most dependable, most adaptable sprayer to use for FRUIT PROFITS. Dealers in all important fruit sections. A card from you will bring our latest catalog, G-25, by return mail.



"Friend" Manufacturing Co.,
114 East Ave., Gasport, N. Y.
"YOU'LL ALWAYS BE GLAD
YOU BOUGHT A FRIEND"

Member Florida Assn. of Architects
Registered Architect, State of Florida
Member Amer. Institute of Architects

B. C. BONFOEY

A. I. A., F. A. A.

ARCHITECT

Phone 3711 Tampa, Florida

Suite 12 Petteway Bldg.

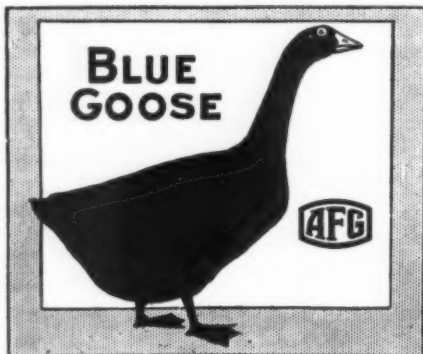
YOUR NAME AND ADDRESS

On 200 sheets of stationery and 100 Envelopes \$1
Your name and address is printed in rich blue ink, in four lines or less, on fine crisp 6x7 inch bond paper. Choice of white, pink, blue or gray paper and mailed to you postpaid for \$1.00.

THE IDEAL HOUSEHOLD BUSINESS STATIONERY

Money back if not entirely satisfied. West of Denver and Foreign orders add 10c.

DOLLAR STATIONERY CO.
Bank Building Sanford, Fla.

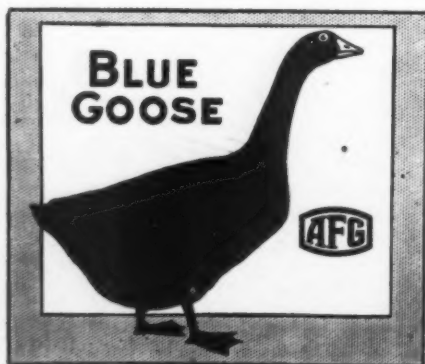


Make your headquarters when in Tampa at our exhibit booth in the usual space on main aisle in SNOW HALL at the South Florida Fair.

SEE YOU AT E S

"Uniformly the Best", applies not only to the quality of the oranges, grapefruit and tangerines delivered to the consumer but applies with equal force to the service rendered the grower, and to the net returns the grower receives from the citrus fruit marketed through this powerful, commercial selling organization.

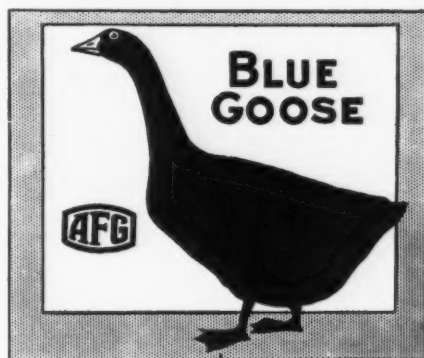
"Uniformly the Best", in every department of selling and distribution, the American Fruit Growers Inc. will bring you "uniformly the best" profits on your investment and expenditure of energy in the production of citrus fruits.



AMERICAN FRUIT GROWERS INC.

ORLANDO, FLORIDA

See
ing
each
GO
sum



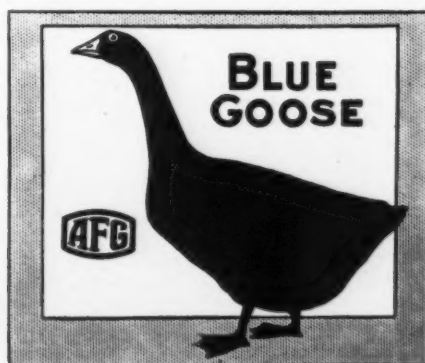
E SOUTH FLORIDA FAIR

See demonstration of the only successful electric marking machine. Which without damaging indelibly marks each good fruit with the widely advertised BLUE GOOSE trade name thus identifying it to ultimate consumers in an unmistakable way.

The BLUE GOOSE trade mark enables growers of good fruit to obtain its fullest value in the markets.

UROWERS INC.

NRIDA



CITRUS COMMENTS

BY

John Long
citrus fruit
**R. E. Lenfest, Manager Horticultural Department
Orange County Citrus Sub-Exchange, Orlando**

Spring Fertilization

Where groves are being fertilized only two times per year one of the applications is generally put on in January. The amount and analysis will depend on the condition of the trees. If the trees are normal a good many growers will use a fertilizer carrying 4 per cent ammonia. Others will use only 3 per cent and increase the amounts somewhat. The phosphoric acid should be at least 8 per cent and the potash not less than 3 per cent. However, about the best plan for those that have been fertilizing only twice per year and wish to continue is to treat the groves as they have in the past. They should not forget to observe the color and condition of the trees and also the size and quality of the fruit. If the color is rather dark do not use quite as much as in previous years.

Where the groves are being fed three times per year the average spring analysis will be 3-8-5. When a 4 per cent ammonia fertilizer is used in the spring it is generally planned to follow with a 2 per cent ammonia in the summer or fall or perhaps both. The make up of the ammonia in the spring application should be of little higher grade than that advised for the fall application in that there should be from one-fourth to one-third of the ammonia from high grade organic sources. It should be about an average between the fall application which can be largely inorganic and the summer application which should have at least half the ammonia from organic sources. The balance of the ammonia should be about equally divided between nitrate of soda and sulphate of ammonia.

The amount per tree will generally average somewhere between 20 and 35 pounds depending on the size and condition of the trees as well as upon the type of soil and the root stock. Orange trees do not need as much as grapefruit or tangerines of the same size as the orange.

One point that should not be overlooked is the importance of how the fertilizer is applied. It should not be simply dumped on the ground in a

narrow ring around the tree. The feeding roots of bearing trees are under all the open spaces between the trees and even back under the branches. This means that the fertilizer should be spread evenly and broadcast after about the fifth year.

There is another method of figuring the amount of fertilizer per tree which may be helpful as a comparison. This is based on the number of boxes of fruit that the trees are capable of producing. The trees should be normal and healthy before this type of estimation can be used. Orange trees will average from 7 to 12 pounds per box per year and tangerines and grapefruit will average from 9 to 15 pounds per box per year. Here again the type of soil, variety, size and general condition of the trees must be considered carefully.

Late varieties of oranges and grapefruit require a little different method of handling from the early and mid-season varieties. If possible the fall and spring cultivation should be reduced. The fertilizer may be applied a little later than for other varieties. It would probably be well to use not more than 3 per cent ammonia and to increase the potash up to 6 or 8 per cent. The main purpose of these suggestions is to keep from stimulating the late varieties unduly and thus not get oversize and coarse fruit.

The Citrus Situation

For the past year or more everyone has been intensely interested in real estate with the result many growers have lost some of their interest in taking care of the groves. Some have left off an application of fertilizer, others have omitted one or more sprayings or have neglected their groves in some other way. In addition to this there have been many thousands of acres cut up for subdivisions. All of these things will tend to hold down the total amount of fruit produced for some time to come so that the increase will not be as rapid as was indicated several years ago. Still further the green fruit law has done much toward stabilizing the prices early in the season and

should encourage careful marketing during the rest of the season. Getting together on a sane marketing plan does a great deal toward holding prices steady. All in all it would seem that the outlook regarding citrus whether it be in owning a good grove or in planning to set out a young grove was never better than it is right now.

Getting Ready for a New Grove

The first thing, of course is to choose a location. Get a good quality of land, well drained, near a road and still where it will not be sought after for subdivision. Then be sure that good job of clearing is done and all the roots removed. Plow thoroughly but not too deep and level off with a thorough discing.

What to Plant

With what seems to be a new era in citrus ahead of us it is advisable for us to have a definite plan as to what we are going to do. Up to the present we have been handicapped in marketing by having so many different varieties. There has been a good deal of talk at times about cutting down on the number of varieties but it has mostly gone down as a matter of record and not much done about it. A definite planting program with standardization of the best varieties as the high aim should be adopted. The following is a brief suggestion. We should endeavor to get the truest buds possible.

For early oranges the Parson Brown and the Early Norris.

For Mid-season oranges the Pineapple orange is most often planted.

For late oranges the truest Valencias obtainable. For still later oranges the true Lue Gim. The real Lue Gim will do all that is claimed for it, particularly if budded on sour stock.

Grapefruit will quite surely come back into good standing if attention is given to growing good quality. Good early grapefruit with the Marsh seedless for late fruit should be considered.

Tangerines should not be forgotten as they are a very good money crop. The true Dancy is probably the

Continued on page 35

West Coast Jockey Club



Plant of the West Coast Jockey Club, near Tampa

The West Coast Jockey Club, through President Harvey Myers, has announced an inaugural meeting from Thursday Feb. 18 to and including Saturday, April 3.

A gay gorgeous racing season with the elite of the fashionable set of America in attendance is assured. Leading sportsmen have engaged quarters for their thoroughbreds and the purses and stakes are to attract thoroughbreds of a rank never before seen under silks during a winter meeting.

For information in regard to this meeting address

West Coast Jockey Club

Tampa and Twiggs Streets

Tampa, Florida

Crop Production Rises In Counties Keeping Agents

It is impossible to calculate the value of an agricultural agent to a county, says J. Lee Smith, district agent for the Agricultural Extension Division. It is near to impossible to find any basis upon which this can even be approximated or estimated, because the work of these agents is primarily inspirational and educational. No one can set a price on the value of any service that will inspire a boy to higher ideals, to greater service, or to greater manhood. No one can put a price on a service that helps a farmer to become more prosperous, raise his standard of living, or make his family more happy.

Yet here are a few facts which Mr. Smith points out that will in a small measure indicate what the county agent service means to a county in dollars and cents. The North and Smith supervises, is comprised of the 17 counties lying west of the Suwannee River. Corn is grown in every one of these, is attacked by the same insects and diseases in each county, and climatic conditions are similar. The corn crop then can be used as a barometer to indicate the value of a county agent.

Nine of these 17 counties have had agents without intermission for the last five years, the period between the 1920 and the 1925 government farm censuses. The average production of corn in these nine counties was 4.51 bushels per acre more in 1924 than in 1919. All other counties of the district made an average increase of 1.31 bushels per acre. Five of these counties had agents part of the time. In one of the counties that had no agent any of the time, production actually decreased three bushels per acre.

What has this increase meant to, say, Madison County, which in 1924 planted 29,780 acres to corn? It meant 148,900 bushels more corn. This at 50 cents per bushel meant \$74,450 to the farmers of that county or more than \$55 per farm—more than the total cost to any farmer in the county for five years. This increase meant more than a half million bushels to the nine counties. What would a quarter of a million dollars less have meant to the farmers, bankers and business men of these counties in 1924? The average loss to each farmer in the nine counties would have been over \$31.

There is one county in the district whose production actually decreased three bushels per acre. This county had no agent any of the five years. It had 71,555 acres planted to corn in 1924. This meant a loss of 214,665 bushels of corn, or when figured at 50 cents per bushel, a loss of \$107,332.50. This was an average loss to every farmer in the county of nearly \$30 per year, to say nothing of what might have been gained if the county had kept pace with her sister counties.

This is taking into consideration only one crop. Certainly if the work of the county agents has had this effect on the corn crop of this territory, it has had a like effect upon the other crops also.

This period has certainly been a hard one for the farmer. It has been a period of deflation and low prices, and many farmers have migrated from this territory. In spite of all this, five counties have been able to increase the number of farms and farmers. Four of these have had men on the job the full five years and the other part of the time. Four of the counties that have had county agents have been able to increase their farm values in spite of the deflation since 1919.

Certainly no one who travels through the district would deny that the new development which has taken place in the last five years is in the counties where the county agents have been kept steadily on the job.

LOOKING AHEAD

Continued from page 21

has been lost, and yet they complain when their soil gets poorer and poorer each year.

Rich land is the basis of profitable farming. A farmer who looks ahead will recognize this and take steps to increase the fertility of his land.

And here we have another farmer who sells and cuts his timber off of the land with reckless abandon. He may have plenty now, but the day is apt to come when he will feel the need of timber and wish he had saved some seed trees and helped the young forest to get a start on the cut-over land.

The man who has a good bank account today is the one who has been looking ahead. He may have done

Continued on page 36

Peninsular Paper Co.

Phone 4445 108 Tampa St.

Tampa, Fla.

Distributors of:--

Nibroc (no fuzz) Kraft Towels

Public Service Paper Towels

No Waste Toilet Paper

Roll Toilet Paper

Rex Powdered Paste

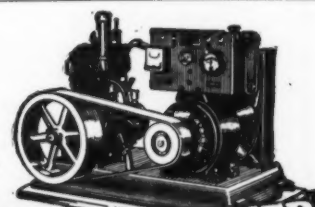
Jellitac Powdered Paste

Borax Twines

Electric Bulbs

Warehouse Brooms

LET US SERVE YOU



LIGHT and POWER

for the house and Electric Light other buildings

With the little Cushman Electric Light Plant you can have electric light all over the house, barn, garage, poultry house and other buildings at a very low cost.

CUSHMAN

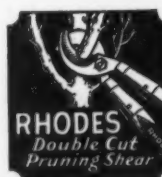
Light Weight Engines

Easy to start, powerful, smooth running, throttle-governed. On the right is shown new 1 1/2 H.P. hopper-cooled horizontal; above, connected to Light Plant, is shown 4 H.P. vertical. Besides being used for pumping and all other stationary jobs, Cushman Engines are ideal power for sprayers, dusters, etc. Sizes 1 1/2 to 20 H.P. Write for circular.

CUSHMAN MOTOR WORKS
891 N. 21st St. Lincoln, Nebr.

Warehouse Stock at Jacksonville, Florida, and Branch House at Norfolk, Va. (39)
Southern Water and Supply Co., Tampa, Fla.
Farm and Home Machinery Co., Orlando, Fla.

..... Distributors



Cuts both sides of limb-- Does not bruise bark
Most powerful pruners made. Used throughout world. All styles, all sizes. Shipped postpaid. Write for booklet. Rhodes Mfg. Company, Grand Rapids, Mich. 1310 S. Division Ave.

In writing advertisers please mention The Citrus Industry.

January, 1926

**APHIS DESERTS "BRIDAL
WREATH" FOR CITRUS;
ITS ATTACK REPULSED**

In the spring of 1924 citrus growers in Florida discovered that their trees were being attacked by a new species of aphids or plant lice, which greatly exceeded any of the species heretofore known in its capacity for destruction. The insect was finally identified as *Aphis spireaecola*, an insect which heretofore had been known to attack only plants of genus *Spiraea* which includes the common "bridal wreath". Why it suddenly attacked citrus is not known. During 1924 it spread rapidly over most of the citrus belt of the state, but most of the Satsuma belt escaped injury; although the insect is present throughout the Satsuma belt on spirea.

Confronted with this new and very destructive pest, the growers naturally turned to the Experiment Station and the State Plant Board for help. An intensive study was at once commenced, with the object of finding the weakest point in its life cycle, when control measures would be safest and most effective, and to discover what help was to be expected from its natural enemies.

The weak point in its life history was found to be the dormant periods of citrus, the most important of which is that of the early winter. It was found that groves which were cleaned up thoroughly of aphids in the early winter escaped with much less injury during the following spring. As a result of these studies the growers have been urged to do everything consistent with good grove practice to get the trees as dormant as possible during the winter. It has been found that it will not do to neglect this pest, especially on varieties which start in the spring, like tangerines.

Nicotine sulphate-lime dusts have been found to be one of the most satisfactory means of control if applied during calm weather. Difficulty of finding ideal weather for dusting during the spring flush of growth has led to the devising of types of tents which can be used in windy weather on small trees.

Careful spraying has also been found effective if applied before any considerable number of leaves have been curled by the pest.

Intensive study has been made of its natural enemies, both insect and fungous, in an endeavor to ascertain what help may be expected from them. Certain fungous diseases have been found very effective if weather conditions are favorable for their growth. It has been found that the

THE CITRUS INDUSTRY

chief reason insect enemies of the aphid, principally lady-beetles and syrphus-flies, do not increase more rapidly is because they themselves are much attacked by other insects and fungous diseases. In an endeavor

Thirty-three

to find a lady-beetle which would be less susceptible to these diseases, a very large species has been introduced from California and several hundred of them are now on hand for liberation in the groves.



Aphis Insurance
For All Citrus Fruits

You don't have to grow so many dwarfs and culls — and you won't — if you protect your fruit from aphis and similar destructive insects by spraying with "Black Leaf 40" the Old Reliable nicotine spray. Costs only a few cents a tree. Use it singly or in combination with sprays for scale, codling moth and like pests.

Recommended by Agricultural Colleges and Experiment stations in United States and abroad.

Ask your Dealer for new leaflets, or write
Tobacco By-Products & Chemical Corp.
Incorporated
Louisville, Ky.

Kills Aphis

"Black Leaf 40"
40% Nicotine

Citrus Trees

Between 400,000 and 500,000 Buds

in all sizes of:

Valencia,	Tangerines,	Marsh Seedless Grapefruit
Parson Browns,	Kings,	Silver Cluster
Pineapple,	Satsuma,	Duncan
Blood,	Kumquats etc.	Lemons and Limes,

on sour orange or grapefruit stocks.

When you have inspected and priced our Buds, you will then know where to place your order to the best advantage, and we believe it will be with us.

Lake Nursery Company

LEESBURG, FLA.

ENGLAND HAS HEAVY ANNUAL FRUIT BILL

Continued from page 26

ing over 65 per cent of such exports. On the other hand, the estimated commercial apple production of the United Kingdom, with a population around two-fifths of that of the United States, was but one-tenth of United States production or the equivalent of approximately 8,201,600 boxes, of which some 1,071,800 boxes were dessert apples, 4,473,600 boxes cooking apples, and 2,656,200 boxes cider apples.

Apples, oranges, bananas, grapes, and pears were the principle fresh-fruit imports of the United Kingdom in the period 1920-1923, their combined values representing about 89 per cent of total fruit imports in 1920, about 85 per cent in 1921, about 88 per cent in 1922, and about 84 per cent in 1923. For the same period, the average annual total expenditure by the United Kingdom for foreign fresh fruits was approximately \$115,750,000. Of this average amount, 27 per cent (approximately \$31,000,000) went for apples, 26.5 per cent (approximately \$30,500,000) for oranges, 21.5 per cent (approximately \$25,000,000) for bananas, 6 per cent (approximately \$7,000,000) for grapes, and 5.5 per cent (approximately \$6,000,000) for pears.

Of the average amount spent yearly for the principal fruit imports, Spain obtained the largest portion, with the United States second and Canada third, and Columbia, the Canary Islands, Belgium, Australia, Honduras, Costa Rica, France, the Netherlands, Palestine, Portugal, Italy, Germany, South Africa, British West Indies (Jamaica, etc.), and the Channel Islands, receiving the greater part of the balance in varying shares. Spain received about \$27,000,000 a year for oranges and over \$5,000,000 for grapes; the United States, \$12,500,000 for apples and about \$1,000,000 for pears; Canada over \$10,000,000 for apples and about \$200,000 for pears; Colombia, over \$9,000,000 for bananas; Belgium, \$1,250,000 for apples, about \$2,500,000 for grapes, and over \$2,000,000 for pears; the Canary Islands, about \$6,000,000 for bananas; Australia, over \$4,000,000 for apples and over \$250,000 for pears; Honduras, about \$4,000,000 for bananas; Costa Rica about \$2,500,000 for bananas; France over \$1,500,000 for apples and \$350,000 for pears; the Netherlands, about \$940,000 for apples, over \$275,000 for grapes and over \$500,000 for pears; Palestine, over \$2,000,000 for oranges; Portugal, over \$800,000

THE CITRUS INDUSTRY

for grapes; Italy, over \$600,000 for oranges; Germany, over \$500,000 for pears; South Africa about \$140,000 for grapes and \$190,000 for pears; British West Indies (Jamaica, etc.), over \$300,000 for oranges; and the Channel Islands, over \$200,000 for oranges.

While the same average annual expenditure of the United Kingdom for fresh-fruit imports is over \$115,000,400, it should be noted that nearly \$3,225,000 worth (about 3 per cent.) of such imports are in turn exported or transshipped from London and other British ports to Norway, Denmark, Sweden, Belgium, France and other countries of Continental Europe. For the period 1920-1923, the average annual transshipments (or re-exports) of fresh fruits had a value of approximately \$3,225,000. These shipments consisted principally of apples, oranges, bananas, grapes, lemons, pears, and plums, which are given in order of importance, apples comprising around one-half of the average annual transshipments.

The consumption of fresh fruit in the United Kingdom has been stimulated by the "Eat More Fruit Campaign" inaugurated by the National Federation of Fruit and Potato Trades Associations, for the purpose of advertising home-grown fruit and vegetables and at the same time inducing the habit of eating fruit on the part of the average person so that he will consider it a part of his regular diet and not as somewhat of a luxury.

In writing advertisers please mention The Citrus Industry.

"COULD BETTER FERTILIZER BE MADE WE WOULD MAKE IT"

Simon Pure and Gem Brands

"Time Tried and Crop Tested"

New PRICE LIST of regular brands just issued. Get same before placing order. Send orders now for future requirements, save delays and be ready when fertilizer is needed. Transportation is slow and may be worse. QUALITY first, FAIR prices, Prompt shipment.

E. O. Painter Fertilizer Company
Jacksonville, Duval County, Florida



HUNTING & FISHING

HUNTING & FISHING MAGAZINE
303 Newbury St. Boston, Mass.

Hunting and Fishing

is a monthly magazine crammed full of hunting, fishing, camping and trapping stories and pictures, valuable information about guns, revolvers, fishing tackle, game law changes, best places to get fish and game, etc. Highest value ever offered in a sporting magazine, only \$1.00 for THREE WHOLE YEARS, or send 25c in stamps or coin for six months trial.

GROWERS

AND

SHIPPERS

SUPPLIES

Our Large Stocks

Are Your Shock Absorbers
When Railroad Embargos
Come

Call on Us For Your
Packing House Supplies
Nails, Box Strapping,
Paper, Paste, Lad-
ders, Clippers, Car-
riers, etc.

Also Headquarters For
Bluestone, Sulphur and all
Insecticides

FERTILIZERS AND FERTILIZER MATERIALS

DRAIN TILE

Ask For Our Complete
Price List

CHASE & CO.
Sanford - Florida

best.

Standardization of a few true varieties should be our aim at this time for the interest in groves is sure to increase and we should go about building up with a definite and workable plan.

Spraying

Some are just now doing their oil emulsion spraying. It should be thoroughly done. If scab has been marring your grapefruit do not fail to plan to reduce the amount of scab injury. If it has not been severe the method of using strong lime sulphur would probably be the best schedule to follow. This calls for a thorough spraying with Lime-sulphur 1 to 40 before the growth and bloom starts followed by later sprayings during and after the bloom. Where scab has been rather severe the use of Bordeaux-oil would seem to be advisable. Use freshly prepared Bordeaux and add to it oil emulsion to make 1 per cent oil in the diluted material. Using the ordinary oil emulsions at their regular dilutions of 1 to 60 or 65 gives the 1 per cent of oil.

In using the Bordeaux-oil spray the outside shell of the tree but not the trunk or main branches as is done with other sprayings. This allows some of the friendly fungi to live over and helps keep down the scale. Be sure that all later sprayings with oil emulsions are just as thoroughly done as the ones where bordeaux is used.

Setting Trees

Some suggestions to help in setting out new groves will follow in an early issue.

A GREAT CITRUS EXPOSITION

Continued on page 22

The show will last through three days, February 10, 11 and 12, and already many entries have been received.

So far as now designated, the following special days have been allotted.

Opening day, February 2—Auto races.

February 4—Shriners day.

February 5—School day.

February 8—Gasparilla day.

February 10—East Coast day.

February 12—Tampa day.

Closing day, February 13—Everybody's day.

On Thursday 4, the annual convention of Florida grape growers will be held at the fair grounds, and this is expected to bring together the largest number of grape growers ever

THE CITRUS INDUSTRY

assembled in the state.

With the elaborate preparations made and the great interest manifested in the fair, it is believed that

Thirty-five

last year's attendance record of 276,759 will be far eclipsed, and that the fair itself will establish a new record of achievement and inspiration.

Skinner Protected



Are You ?



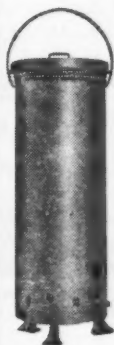
Coke Heaters Standing Guard

Cold Winter Ahead

All signs point to a cold winter this year. Already lowest seasonal temperatures for 25 years have been set in many Southern cities.

Don't fool yourself about the danger of frost in Florida. 52 times since 1890 the Tampa U. S. Weather Bureau shows 32° or less.

Don't Let Them Freeze



High prices make this year's crop worth a lot of money. You can't afford to take a chance. Fortunes will be made or lost by a few degrees of temperature.

Are you ready for the dreaded warning? If not, you have no time to spare. Write for heater literature.

4422

Skinner Machinery Company

World's Largest Manufacturers Packing House Equipment

HOTEL HILLSBORO

Tampa, Fla.

TOP O' THE TOWN

European Plan, Fireproof 300 Rooms With Baths

THE CENTER OF TAMPA

New Citrus Estimate Expected Feby. 9th

A revised government estimate of the Florida citrus crop can be expected about Feb. 9, J. B. Shepard, director of the bureau of crop estimates, department of agriculture, announced while in Tampa, conferring with officials of the Florida Citrus Exchange and others connected with the industry.

Revised estimates in December and February of each year, possibly often as the need arises, can be expected in the future, Mr. Shepard said. The bureau in its study of the state to ascertain the actual commercial production of citrus fruit this season also is studying its method of estimate, admitted to have given very incorrect figures in the past two years, and improvement of the system is being effected, he said.

To Devote More Time

Mr. Shepard was accompanied by H. A. Marks, new state agriculture statistician, who succeeds Sam J. Fleming. Mr. Marks has been connected with the bureau eight years in the truck crop division. He has spent the winters from November to March in Florida during this time and is considered well acquainted with conditions in the state.

Mr. Shepard believes the bureau of crop estimates will devote more attention, personnel and finances to the citrus industry of Florida. The basis of its estimating the crop is the reports of growers and the number of these reporting will be increased largely, while detailed study will be given to ascertain the individual reliability. In addition to these, the bureau also will make contract with the shippers.

For the February report, the bureau is cross-checking the individual reports from several angles. It is compiling figures on the percentage of the crop moved to market by Feb. 1; the estimate of production per tree compared with last year; the same on production of groves; percent picked and other figures.

Check Individual Reports

The reports of the individuals will be carefully checked. Their reports last year will be checked with the actual production figures shown at the end of the season to determine their reliability and this year's figures checked as far as possible with actual movements for a similar purpose.

Mr. Shepard gave two reasons for

the wide divergence of the government's figure last year with actual production and the claimed divergence this season. Last year, he said, the experienced personnel was called to make farm census, which required men of large experience. As a result the statisticians could give only a little attention to the crop. The government estimate was nearly 3,000,000 in excess of actual commercial production.

The main estimate issued in September, at the best, is only a guess, Mr. Shepard said. A general estimate is made through reports of comparison with the previous year, which the statistician adjusts with deductions for average decrease through storm damage, effects on shipping brought by price influenced by volume of production. Unforeseen influence such as unusual storms or unseasonable weather or disease can make marked change later, he said.

Poor in Last Two Years

Study of past estimates, shows that the bureau has a good record up to the last two years, and that Mr. Fleming stood at the top among the estimators. Mr. Shepard said. In four of the last seven seasons, the gov-

ernment estimate was considered close to actual production. In three of the years, including the 1924-1925 season, it was off from nearly 2,000,000 to 3,000,000 boxes.

Mr. Shepard said he did not plan an extensive tour of the state, but only such as would permit him to see leading shippers and other interests. Besides Exchange officials, he visited C. W. (Joe) Lyons of the Lyons Fertilizer company. He attended the Fruitmen's club meeting at Orlando, Wednesday.

LOOKING AHEAD

Continued from page 32

on a little less in the days when he was laying his foundations, but he is reaping now the rewards of his foresight. The man who wants to reap the same year he sows will lead a hand-to-mouth existence and will never accomplish any big thing.

There is a habit of success and a habit of failure. Let us get into the habit of success by planning ahead and carefully following our plans, and then stay in that habit.

In writing advertisers please mention The Citrus Industry.



citrus growers

Don't neglect your grove!

While we marvel at the wonderful development and real estate activity in Florida, we must remember that the real basis of our permanent prosperity is agriculture.

Florida with its wonderful climate and soils, produces the finest citrus fruit in the world. Groves that have received proper care this year will undoubtedly bring big returns.

SERVICE ORGANIZATION

Our Horticulturist, Prof. B. F. Floyd, with his able assistants, is ever ready to help solve your grove problems. Write us about them. Our fall citrus booklet will be sent on request.

WILSON & TOOMER FERTILIZER CO.

Manufacturers of Ideal Fertilizers
Jacksonville, Florida



Tells Measures for Success In Grape Growing

Gainesville, Fla.—Altho there are yet many problems to be solved in connection with successful production of grapes throughout Florida, with proper attention and right varieties, there is no doubt that grapes can be produced, says Harold Mowry, assistant horticulturist of the Florida Experiment Station. The measure of success attained will depend largely on the adaptability of the variety to specific localities, and the attention given to spraying, pruning, cultivation and fertilizing.

Varities

The question of varieties has not yet been definitely determined; some varieties are thriving in some sections while having proved failures in others. This factor, no doubt, will be determined gradually as additional variety plantings are made in the different sections. The following are among those probably being the most widely planted: Armalaga, Beacon, Brilliant, Carman, Ellen Scott, and R. W. Munson. Other varieties, mostly hybrids, are doing well in some sections. The Muscadine type, includes the Scuppernong, Thomas, James Mish,

Flowers, Memory and other varieties, can be grown successfully with a minimum amount of care in nearly all portions of the state.

Soils

Well-drained fertile soils containing considerable amounts of organic matter should be chosen for the vineyard site. The usual deficiency of organic matter can be overcome by growing leguminous cover crops. Such a crop should be grown on the land the season previous to planting. Manures are valuable and, if available, should be used.

Planting

The winter months of December, January and February are best for planting. One-year plants should be used. Distances will vary according to variety, but 8 feet rows with vines spaced 10 feet in the row will be about the average. At times of planting, a pound or more of ground steamed bone should be applied—mixed with soil used in filling about plant.

Cultivation

Regular shallow cultivation should be given the whole of the first growing season, and until after maturity

of fruit in after seasons, when a cover crop to maintain soil fertility should be planted. The Munson 3-wire canopy system of training has been found most satisfactory in that it permits a free circulation of air through the vines and makes possible more thorough spraying.

South Florida's Shopping Center

Maas Brothers is a synonym in South Florida for all that is good and dependable in merchandise. Our patrons may always rely upon finding here the latest and most authoritative styles at exceedingly moderate prices.

Make This Store Your Shopping Headquarters While In Tampa

Or if you cannot come to the store, let our Jane Lee Personal Shopping Service fill your wants by mail.

Maas Brothers
GRAND TAMPAN GRAFT STORE

O.Falk's

Tampa's Fastest Growing Store

And

Watch

Us

Grow

Let Us Supply Your Printing Needs

For Grove, Packing House, Counting Room or Factory. Our equipment is complete, our service prompt and satisfactory and our prices reasonable.

Bartow Printing Co.,

A. G. Mann, Mgr.

Bartow, Florida

Owned and operated by The Citrus Industry

A Wonderful Young Tangerine Grove

By S. L. Frisbie

The writer recently had the privilege and the pleasure of personally inspecting the citrus grove of Mr. B. M. Hampton at New Port Richey, an inspection which was a revelation of the possibilities of citrus culture in Florida when the natural advantages provided by nature are given the fullest co-operation by the owner.

Mr. Hampton is known throughout the Florida citrus world as the "Rancher of Rancho Glen Haven." The writer has long enjoyed the personal acquaintance of Mr. Hampton and has frequently enjoyed personal interviews with him, but until recently I had never visited Rancho Glen Haven and its beauties were pictured in my mind merely through verbal descriptions which I had had from others. I was prepared from such descriptions to expect much in the way of beauty and perfection but I was not prepared for the picture which greeted me on this first visit.

Rancho Glen Haven, situated on the outskirts of the thriving little city of New Port Richey, consists of some twelve acres of the finest citrus soil in the West Coast section of Pasco County. On this twelve acres at least one or two specimens of practically every variety of sub-tropical fruits. Oranges, tangerines, grapefruit, avocados, figs, guavas, surinam cherries, black berries, grapes, bananas, persimmons and many other fruits of this latitude are found growing in abundance and thriving almost beyond belief.

But while this display and wondrous variety of sub-tropical fruits furnished a revelation of horticultural possibilities in this favored land, the one thing which impressed me most was the plot allotted to tangerines of which Mr. Hampton has about one hundred and fifty bearing trees. These trees now barely six years old and bearing their fifth consecutive crop, were loaded as I have never seen trees loaded before. This may better be realized when it is stated that from some of these six year old trees a crop of ten field boxes was harvested.

To aid the trees in sustaining this enormous weight Mr. Hampton had resorted to various devices for supporting the limbs but even at his best was unable to prevent some of the most heavily laden branches from breaking. Looking down the avenue of trees a veritable cloud of golden fruit presented itself to view, the golden hue of the tangerines overshadowing the glossy green of the leaves.

The fruit itself was extremely large, uniformly bright and clean and as full of honeyed sweetness as a honeycomb. In all the grove not a single russet fruit was to be found, not the slightest indication that any rust mite or whitefly had ever visited the grove. At the packing house where Mr. Hampton sold this fruit under a guarantee of not less than \$4.00 per box, the fruit was packed just as it came from the picking box, no scouring, no polishing, nothing but the wrapping and the packing of the fruit. Yet with all of this perfection Mr. Hampton assures us that but one application of spray was made. This, of course, was thorough and the spray itself was of the best. The results were marvelous.

Another notable feature about this grove is worthy of mention, Mr. Hampton is now eighty-four years of age. He began the development of the grove seven years ago. He personally cleared the land and with his own hands planted every tree on the place. He has personally tended the grove and cared for each individual tree as he might care for a member of his family, indeed, I believe that he does consider each tree as one of his family. He lives with and for his trees and knows the personality of each one, its strong points and its weaknesses, and on the first sign that any tree is ailing he gives his personal and undivided attention until he has nursed it back to health and vigor.

I have seen many larger groves, many older groves, but I have never seen a grove more remarkable in many ways than the grove on Rancho Glen Haven. Florida would be vastly better off if it had more groves like the Rancho Glen Haven and more grove owners like the Rancher thereof and I wish to assure him that my first visit shall not be my last.



Allen Picking Bags

Are the Most Economical for the Handling of Citrus Fruit

No Drop

No Bruise

This Means More Money for Your Oranges

For Sale By

Exchange Supply Company
Tampa

Chase & Company
Sanford

American Fruit Growers
Orlando

Standard Growers Exchange
Orlando

I. W. Phillips & Co.
Tampa

ALLEN PICKING BAG COMPANY

Orlando, Florida



DR. J. H. ROSS—AN APPRECIATION

Continued from page 11

thusiasm was against him. When it came to the actual phraseology of the contract proposed he privately denounced it to the other participants in the conference as an iniquitous thing from the standpoint of the Exchange in his opinion. However, he was voted down. He refused to sign the original document, as an inspection will reveal, but when the vote was contrary to his views he turned to and made the best of what he had previously condemned as a bad piece of business. Once more the workings of Time upon human endeavors showed the correctness of Dr. Ross' original attitude.

In general Dr. Ross' opinion was held most highly by his associates upon the board of directors of the Exchange. One amusing incident rather points to that. A certain committee upon which the writer worked for about five years with Dr. Ross was in session. One of the gentlemen was extremely tired, and suddenly it was discovered he was quietly taking a nap. In a spirit of mischief the writer called attention to the fact and kicked the gentleman's chair hard. Instantly he awoke; and the writer

THE CITRUS INDUSTRY

whose back was then turned inquired to know which of the exhibits before the committee he had expressed a preference for. The reply came quickly, "Why I agree with Dr. Ross entirely as to the preference he expressed." In as much as Dr. Ross had expressed no preference nor had anyone else up to then, there was a hearty laugh at the gentleman's expense. However, Dr. Ross did not care for blind following of his own ideas. Instead he wished every man to understand as fully as possible whatever was up for consideration, and to vote according to his sincere personal convictions.

In fact, I must consider that trait the most outstanding one he possessed, and the most remarkable one. Most leaders wish to be followed, but they care not how. It matters not to them how their following is gotten, or how unwilling it may in part be so long as it exists as a following. Dr. Ross, from my own contacts and observations, wanted no man to agree with him simply to be agreeing. Nor did he wish to remake the lives of the others in contact with whom he came so that they might live in accordance with his own ideas. On the contrary he stood emphatically for the fullest freedom of thought and expression. He did not have to for-

Thirty-nine

give those who openly opposed his ideas for he did not condemn them in the first place. Even when he encountered treachery to himself, or to the great organization he loved as himself, as it is perhaps inevitable great leaders always must encounter treachery, he met it with that rare patience and forbearing which was his most wonderful trait. His actions sometimes made one feel as if behind that mask of dignity and calm he must at times, in order to maintain the restraint he showed, be repeating those words of all time, "Father forgive them, for they know not what they do."

Many men may show to advantage in their home surroundings and yet fail to measure up when in company with men of parts from elsewhere. To those who had the privilege of association with Dr. Ross it was a source of great gratification to witness how greatly he showed to advantage in the company of other big men from other sections of the country. The writer recalls meetings in New York with prominent bankers and others, and how outstanding was Dr. Ross' personality and intellect in these gatherings. When a few years ago Dr. Ross was elected vice-president of the United States Chamber

Continued on page 46

Refresh Yourself

DRINK



IN BOTTLES

Marching Forward with South Florida

In six important counties of South Florida, more than 1,200 workers are united for a common purpose.

They are the men and women—installers, linemen, operators, office workers and executives—who compose the Peninsular Telephone Company's organization.

Most of them are unseen to you; many are in distant places, but each has his or her part in your service.

In 1925 they helped their system to grow from one of 32,000 telephones in January to nearly 40,000 in December.

They helped to handle 130 million local telephone calls and 1,200,000 long distance calls. In storm and stress they have helped to keep your lines open and to clear them when there has been trouble.

Sometimes, unavoidably, things have gone wrong; but these loyal workers have done their best.

With faith in the continued development of South Florida, this telephone army heeds the command of "Forward, march!" and presses on to greater achievements in your service.

Peninsular Telephone Co.

General Office, Tampa, Fla.

Artificial Stable Manure

By Dr. F. M. Lawrence

When the Great War burst upon a startled world and Great Britain was drawn into it, one of her first measures was to requisition every available horse for army use. A little later, when submarine warfare had all but isolated the tight little isle and starvation threatened its population, the remaining domestic animals were slaughtered by wholesale in order to conserve food for the people. In the meantime the ancient grass lands had been hurriedly dug up and planted with grain. As an inevitable consequence, the next season found a plethora of straw, and no manure.

In this emergency the Rothamsted Agricultural Station, oldest and perhaps greatest of such institutions was appealed to for a solution of the problem, and not in vain. Its investigators hit upon a new principle and in doing so inaugurated a process that is apt to revolutionize agricultural practice wherever vegetable wastes are to be had. They discovered a process whereby this refuse can be turned into excellent manure without the aid of animals.

For a long time we have known that manure is the result of a biological process, the product of micro-organisms working on a mixture of animal and vegetable substances; but nevertheless we have continued to fork straw in and out of stables under the impression that it was the only practical way to attain this result. The Rothamsted scientists found another and, perhaps, a better method. They developed a substitute for the animal matter, worked out a process by which it is made available for the bacteria, and in the end were able to produce an artificial manure which is chemically and in fertilizing power, fully equal to the stable product.

The importance of this discovery to agriculture can scarcely be overstated. Manure is, after all, the great fertilizer. It has virtues peculiarly its own. It not only provides nitrogen and phosphorus, but it introduces into the soil the organic matter, humus, and the bacteria which make available the plant foods already there. Its effects on the texture and water holding properties of the soil are equally important. For certain crops, and particularly in dry seasons, these characteristics are even more important than its fertilizing value.

There never has been enough manure; and since the advent of the automobile and the tractor, stables have

been replaced by garages, and the supply of manure steadily dwindles. So this discovery comes at an opportune time. It makes it possible for every farmer and every horticulturist to make his own manure in any quantity he wishes. The possible supply is practically without limit. The only prerequisites are some kind of vegetable waste, such as straw, corn stalks, dried leaves, bracken, garden cuttings, an adequate supply of water, and a definite proportion of this chemical pabulum for the bacteria, now known as Adco reagent. This last, the substitute for aimal matter formulated at Harpenden, affords sustenance to certain micro-organisms always present in straw or dust, and these by their activities convert the vegetable matter into a true manure.

In actual practice this process of making artificial manure is quite simple. It consists in building up a stack, one layer at a time, wetting each layer and scattering over it the reagent, until a pile about six feet high is completed. This stack must have a flat top so as to hold water, not shed it. Within a week or so fermentation begins, as is evidenced by the development of heat; and every three or four days for the next two weeks the pile is again thoroughly sprayed with water. After that it practically takes care of itself, and in three or four months rots down into an excellent manure. As was said, this is chemically almost identical with barnyard manure and fully its equal as a fertilizer. Moreover, this artificial manure—and remember it is real manure, not a chemical substitute—has some distinct advantages over the stable product. It is odorless, does not draw flies, is quite free from weed seeds and disease spores, does not leach out on exposure to the weather and introduces no acid into the soil.

Such advantages as these are not to be ignored. Tons of artificial manure are now made annually in England, and the process is largely in use in South Africa, India, New Zealand, and other British colonies. Only in the last few months has it become available in the United States, but already some twenty state agricultural experiment stations are working with the process, and many seedsmen, truck farmers and other specialists are testing it out independently. Another year will see it in general use.

Important as the process unquestionably is to general agricultural, it has advantages of peculiar value to gardeners. Artificial manure is clean manure. Its freedom from odor, flies and weed seeds is enough to commend it. Its relative cheapness and its ready availability are added attractions. In England, that country of gardens, artificial manure has met with an enthusiastic reception. Many of the great estates have adopted its use. Last year it was tried out on the Crown Estate and as a result this year it is in use in the King's Gardens at Windsor.

PLANT QUARANTINE INSPECTOR

Receipt of applications for plant quarantine inspector will close January 30. The date for assembling of competitors will be stated on the admission cards sent applicants after the close of receipt of applications.

The examination is to fill vacancies under the Federal Horticultural Board, Department of Agriculture, for duty in Washington, D. C., or in the field.

The entrance salary is \$1,860 a year. After the probational period of six months required by the civil service act and rules, advancement in pay may be made without change in assignment up to \$2,400 a year. Promotion to higher grades may be made in accordance with the civil service rules.

The duties are to assist in the enforcement of the various quarantine and regulatory orders issued under plant quarantine act of August 20, 1912.

Competitors will be rated on entomology or plant pathology, practical questions in plant-inspection work, and education and experience.

Full information and application blanks may be obtained from the United States Civil Service Commission, Washington, D. C., or the secretary of the board of U. S. civil-service Commission, Washington, D. C., or the secretary of the board of U. S. civil-service examiners at the post-office or customhouse, any city.

Perhaps our young folks would not seem so "advanced" if we were more interested in keeping up with them.
—Aunt Ada.

In writing advertisers please mention The Citrus Industry.

NOTICE

Our Factory was destroyed by fire on the night of November 30th, 1925; but our new plant is now under construction and we hope to be in it within the next few weeks, and will then be in position to take care of the Fertilizer requirements of our friends and customers better than ever before. Wish to thank our friends for their indulgence and co-operation extended during the time we have operated at such a disadvantage during the erection of our new plant.

West Coast Fertilizer Co.

303 Krause Bldg.,
Tampa, Fla.

Chase & Co.,

Growers Marketing Agents

State Bank Bldg.

Orlando, Florida

Our daily telegraphic market news is broadcasted each evening at 7:30 P. M. from Radio Station WDBO at Winter Park, Flo. This is only one of the services we render our growers and shippers—

1884 CHASE & CO. 1926

Fair Visitors

Will
find here a
real meal at a
reasonable price
Only the highest quality food,
deliciously cooked and appetiz-
ingly served.

SPECIAL PLATE LUNCH

Including choice of meat, vege-
tables, bread, butter and coffee---

40c

Short orders at all hours

Gridiron Cafe

A. Johnson, Prop.

308 Scott St. Tampa, Fla.

Tampa Wicker Furniture Co.

411 N. Howard Ave.

Tampa, Florida

Florida's logical and ideal
Furniture Built to your own
identical taste in Color
Scheme

Exclusion of Fruit and Rose Stocks Probable

The Department of Agriculture confirms the informal announcement made at the fruit and rose stock conference held June 29, 1925, that the recommendations relative to future restrictions on the entry of fruit and rose stocks, presented by the American Association of Nurserymen and by the Society of American Florists and Ornamental Horticulturists, would be acceptable to the department as a tentative basis of action. The American Association of Nurserymen recommended that the date for the exclusion of fruit stocks should not be earlier than July 1, 1930, and the growers and users of rose stocks recommended that it should not be earlier than June 30, 1929.

In making these recommendations the nurserymen's statement includes the suggestion that the members of the association should heartily cooperate with the American growers of seedling fruit stocks and rose stocks in their efforts to organize and develop production that to the extent that it may be reasonably depended upon as an adequate source of supply.

It was recommended that a conference on rose stocks be called following the meeting of the American Association of Nurserymen in June 1928, for the purpose of determining the availability at that time of American stocks in satisfactory quantity as a basis for determination of restrictions. It was also recommended that prior to such conference, the department make a thorough investigation of the production of such stocks in the United States.

The department, in accepting these recommendations, does not obligate itself not to call an earlier conference and take earlier action should any new or serious emergency arise. It also recommends that the reconsideration of both the rose and fruit stock situation be taken up at the proposed conference in June, 1918.

It may be noted that the conference of last June was called, not at the instance of the department, but at the request of leading nurserymen and florists for the purpose of considering the advisability of restricting the importation of fruit and rose stocks. It was the belief of these nurserymen and florists that the time had arrived when it was desirable to consider whether home production

was not such, or would soon become such, as to render unnecessary the further importation of such stocks with the attendant risk of pest introduction. It will be recalled that in the public consideration in 1918 of the restrictions which are now incorporated under Quarantine 37, it was represented that there was a VITAL HORTICULTURAL NECESSITY for the continued entry of certain items—stocks, cuttings, scions, and buds of fruits—to make possible the continuation of an important food production industry. As a result, the enforcement of the restrictions provided for under the quarantine was DEFERRED as to such items, with the understanding that with the termination of such necessity the risk would no longer be accepted. At the same time a similar demand was made and accepted for rose stocks.

The risk of the entry of pests with such stocks had been clearly shown even before the passage of the Plant Quarantine Act in 1912, and, in fact, such infestation was one of the important dangers which led to the passage of this act. The attempt to eliminate this risk by foreign inspection and certification and such reinspection as is possible in this country at destination points, is yearly demonstrating that the risk remaining after the enforcement of these safeguards is much too great to warrant a continuance of authority to import such stocks beyond the period of real horticultural necessity. That that period had largely passed and that adequate supplies of most of such stocks from home sources are either available or could within a reasonable period be made so seems a growing conviction of the nursery and other interests concerned in the production and utilization of such stocks. This conclusion is supported also by the department's own information.

It will be recalled that at the 1918 public hearing referred to, in recognition of the necessity of terminating this risk at the earliest practicable moment, it was recommended that the department should undertake a countrywide study of the problem of home production of fruit and rose stocks to determine the most favorable conditions from the standpoint of locality, climate, cultural methods, etc. This work was later duly author-

ized by Congress and is so far advanced that it was possible to make fairly definite recommendations at the conference with respect to the availability of important classes of such stocks in adequate quantities in the near future.

DISINFECT WATERMELON SEED AND PREVENT MOST LOSSES FROM DISEASES

The Florida watermelon crop is nearly always less than it should be, because of the diseases which check or totally stop the growth of the vines or rot the fruit. Disinfecting the seed before planting has often proved an effective means of preventing this loss.

The seed undoubtedly carry the disease—or the spores of the fungus which cause the particular disease—over from one year to another. When seed of this sort are planted, the disease is also planted and will give trouble later when the plants come up. Anthracnose, one of the worst watermelon diseases, is spread mainly in this way, according to Florida agricultural extension specialists who say further:

"Disinfect your watermelon seed; reduce the chances of losses. Take the amount of seed you have and soak them in a 1-to-1000 solution of corrosive sublimate (bichloride of mercury) for 10 minutes. Do not leave them in this solution longer than 10 minutes.

"Remove from the solution and wash thoroughly in three or four changes of clean fresh water to remove the disinfectant. The seed are now ready to plant.

"This corrosive sublimate solution (1 to 1000) is prepared by dissolving 1 tablet (which may be purchased at any drug store) in 1 pint of water. This amount is sufficient for a quarter of a pound of seed. Increase in this proportion for larger amounts.

"One must remember that corrosive sublimate is deadly poisonous, and that it should be kept out of reach of animals and children."

In the United States rats and mice each year destroy crops and other property valued at more than \$200,000,000.

In writing advertisers please mention The Citrus Industry.

**We Join Tampa in a Cordial
Welcome to Visitors at the
Fair**

For thirty-two years this bank has been identified with the growth and prosperity of South Florida and we rejoice with her Counties in their success as evidenced by their splendid exhibits.

Exchange National Bank

A Dependable and Responsible Bank
for Dependable and Responsible People

Resources more than \$23,000,000

Tampa

Florida

**Merchants and
Mechanics Bank**

1501 Grand Central Ave.

Tampa, Fla.

We solicit your business.

Open your account now.

Resources over \$1,700,000

Science Knows

Climate plays important part in paint durability and finish.

Perry Quality Products

Are tested in our paint laboratory to meet your need in South Florida.

Perry Paint and Glass Co.,

Tampa, Florida

Phone 4936

Tampa Drug Co.

**South Florida's Wholesale
Drug House**

Cor. Florida Ave. & Washington Sts.

TAMPA, FLORIDA

Fruit Consumption Increases

The consumption of fresh fruits in the East this year, as measured in seasonal shipments to the New York terminal stations, was 15 1-2 per cent more than last year, according to a report just filed by E. J. Cleave with the Atlantic States Shippers Advisory Board. Grape shipments alone increased almost 33 per cent. This traffic was handled for the first time in many years, without a single embargo.

In his final computations for the four months of August to November inclusive, Mr. Cleave found that the total fruit shipments amounted to 48,446 cars, an increase of 6,521 cars over the corresponding period of 1924. This perishable traffic was handled by the following railroads: Delaware, Lackawanna & Western; Baltimore & Ohio; Lehigh Valley; Central Railroad of New Jersey; Erie; New York Central; Pennsylvania; and New Haven.

The report shows that substantial increases were made over last year in the shipment of all but two classes of fruits this year. Slight decreases were shown in the transportation of table grapes and citrus fruits, but cantaloupes and melons, apples and juice grapes showed heavy gains.

As New York District Manager of the American Railway Association, Mr. Cleave has been responsible for working out a plan with the Atlantic States Shippers Advisory Board for the successful handling of this produce. Mr. Cleave explained in his report that the most difficult phase of handling the perishable fruit shipments this year was the unusually heavy movement of grapes, which totaled 21,494 cars. This represented an increase of 5,332 cars, or 32.9 per cent over last year. On account of the volume of their shipments, grapes are the factor which control the Western perishable situation during the months of August, September, October and November, the heaviest period during the year for the movement of perishables.

"The total shipments of grapes from California this year amounted to about 66,000 cars," said Mr. Cleave. "Of this amount almost one-third was handled at the New York terminal stations. This unprecedented traffic was moved without a single embargo. By a carefully prepared plan of restricting deliveries on the New Jersey side the railroads were able to co-operate with the Fresh Fruit & Vegetables Committee of the Atlantic States Shippers Advisory

Board in a most satisfactory manner. Without the good will and assistance of the shippers a record would have been impossible.

"This record is the more interesting in view of the fact that in 1922 only about 9,000 cars of grapes were shipped into the New York City district. The delivery of these was restricted by early embargoes and confused railroad and marketing conditions. The result was a loss to the trade and an enormous number of claims amounting to hundreds of thousands of dollars made on the railroads, far in excess of any return to them on the movement.

"So bad was this condition that in the beginning of 1923 not a railroad entering the New York City district would accept juice grapes if it could be avoided.

"Negotiations were begun and by concessions on the part of both the trade and the railroads 13,000 cars were handled in 1923 as against the 9,000 in the preceding year. In 1924 very great concessions were made both by the trade and the railroads. The result was that 16,000 cars of grapes were handled with no embargoes until November, and the railroad

conditions were such as to assure a full market supply at all times to meet the trade's requirements.

"Thus in two seasons the much condemned juice grape became so popular that all railroads were anxious for the business, in certain cases even to the extent of adding to track facilities and additional equipment. In other words, from being a business nightmare in 1922 the shipment of this class of perishable fruit has become profitable to all concerned. This has resulted in the saving of millions of dollars to the trade. It is a concrete example of the money value of industrial good will to all parties concerned."

Details of fruit shipments to the New York terminal stations for the four months' period this year, as compared with 1924, are shown in the following table:

	1925	1924	Increase	Decrease
			Percentage	Percentage
Juice Grapes	15,203	9,124	6,079	66.6
Table Grapes	6,291	7,038		747 10.6
Total	21,494	16,162	5,332	32.9
Apples	12,982	11,583	1,399	12.0
Cantaloupes and Melons	4,048	3,337	711	21.3
Citrus	2,400	3,344		944 28.2
Other Fruits	7,522	7,499	23	0.3
Total	48,446	41,925	8,521	15.5

Suggestions for Control of Chinch Bugs on St. Augustine Grass

By W. W. Yothers, Orlando, Fla.

As is well known to most people the amount of money invested in lawns planted in St. Augustine grass is considerable in this State. One of the worst enemies to this grass is the chinch bug and this has been the subject of much comment in the papers for many years. It seems as if no method has been devised that is effective and at the same time fool proof as well as being incapable of doing damage to the grass. Some time last summer Mr. DeWitt Miller of Orlando, Florida suggested the advisability of dusting with the nicotine sulphate dusts and the spreading of a tarpaulin or other canvas over the portion dusted. I told him instantly that that ought to be a most effective remedy since the nicotine dusts are reasonably good without the tarpaulin and no doubt if the treated portions were covered up it would be the same as fumigating the

insects in a tent. To me this suggestion is worthy of much consideration on the part of the people who own lawns of this grass and I would strongly advise people to try this out the next time they have an infestation of this insect.

Of the 984 counties in 15 Southern states originally infested with cattle tick, 724 are practically free of quarantine restrictions—in other words, the tick pest has been eradicated.

Bay, Calhoun, Gulf, Jackson, Liberty, Martin, Washington, and parts of Franklin, Holmes, Okaloosa and Walton Counties have been declared free of cattle ticks and released from quarantine.

It is open season all year on flies, Swat them now and have fewer to swat next summer.

New Accounts

The National Bank of Commerce is ready and willing to render the same complete, efficient service to the new-comer in Tampa, regardless of the size of the account.

National Bank of Commerce

Franklin at Lafayette
Tampa, Florida

South Florida

Has Focused the Eyes of the World
Upon Her

We are endeavoring to take care of the additional business that is coming to us in a way that will justify our new-comers to feel that they are among friends.

Ask those who have been our customers for 33-years.

The home of better things.

Henry Giddens Clo. Co.

Tribune Building, Tampa Street,
Phone 2267
Tampa, Fla.

Frank Bentley, Sr., Pres. Henry Leiman, V-Pres.

Julius Maas, Sec'y. & Treas.

Florida Nu-Tex Brick & Tile Company

MANUFACTURERS OF BRICK
AND TILE
(SHOPE PROCESS)

MANUFACTURERS AGENT
"The Home of Certainteed"

GREEN CANNON, Manager

Phone 4944-4945

109 Water St.

TAMPA, FLA.

FLORIDA!

Each winter Towns and Cities in Florida are becoming more famous through their

BANDS and ORCHESTRAS

Organize a Band
In Your Town

Made up of Home Folks
Musically Inclined

It's Very Simple

We can equip you with every
instrument necessary

We are State distributors for

C. G. CONN INSTRUMENTS

also

Radio Headquarters
Atwater-Kent and Zenith
Radios

M. L. PRICE MUSIC CO.

Tampa and Zack St.
Largest distributors of Band Instruments in
Florida.

Tampa, Florida

DR. J. H. ROSS—AN APPRECIATION

Continued from page 39

of Commerce it required only a short time for him to win a prominent place as a member of the committee on resolutions of that board, a committee that is perhaps its most important body. On this committee Dr. Ross sat with Howard Elliot and similar national figures and acquitted himself with great credit. How big a place he made for himself is attested by the nature and warmth of the private correspondence from them to him.

Some seven years ago the late George Goolsby of Wauchula in an editorial referred to Dr. Ross as the "Grand old man of the citrus industry of Florida." The phrase stuck, and he was frequently so named thereafter in Florida and other publications, and as such he was generally accepted by the public. That was a most eloquent testimonial to his value to the citrus business of the state.

Over at Winter Haven, however, he was referred to as the "Grand old man of Winter Haven." For he was never too busy to take on a few additional civic tasks for Winter Haven, the town he loved. He was always ready to lead or to work for any project of development or civic betterment. Winter Haven's big, modern hotel is but a single one of many monuments to his vision and helpfulness in such matters; and his influence in undertakings of such nature was of incalculable value to the sister communities of Winter Haven and Florence Villa.

During the World War he served upon a number of bodies with distinction, and contributed wonderfully of his influence and effort to make successful local war undertakings in Winter Haven, in Polk county, and elsewhere in Florida.

It was Polk County which furnished the inspiration and led the way to the great program of automobile highways in Florida. As early as 1915 Polk County made its first beginnings in this direction, culminating in the paving of 217 miles of highways in the county, the construction of which began early in 1917. Dr. Ross was at the very forefront of this movement, and thus it may be said that to his vision and leadership we may largely attribute Florida's exceptional road systems of today.

His hand was literally in everything which might contribute to the advancement of Florida or the citrus industry of the state to which he devoted himself, his home county and his home town.

Yet it was most significant when he

had passed away and the time came to convey his remains to their resting place that the G. A. R., of which he had been a member for the length of an ordinary human lifetime, and the town of Kokomo, Indiana, in which he had long had his being before coming to Florida, made it clear that they claimed Dr. Ross as their own and that their claim must not be forgotten even though Florida might justly share a portion of his name and fame.

The funeral services, held at the Ross home in Winter Haven on the afternoon of New Year's Day, were memorable. Simple as they were, the crowd which filled the lower portion of the big house, the porches, the lawn, the walks and the sidewalks and parkways was a tribute to the life and services of the departed. The representation present came from all sections of the peninsula of Florida, from the east to the west coasts and from Jacksonville to the southernmost end of the peninsula. It has fallen to my lot to attend many important gatherings in Florida; and I doubt if ever there has been witnessed a gathering in the state of more important men in various lines of endeavor than were gathered here at this time to do homage to the memory of Dr. Ross.

In addition there came to the widow a great mass of telegrams and letters from all over Florida and from many places outside—sincere tributes from men of affairs, from organizations and individuals who took occasion to express their grief at Florida's loss. The floral offerings were many and wonderful. From the United States Chamber of Commerce came a remarkably handsome floral tribute. The City commissioners of Winter Haven, the Snell National Bank, of which Dr. Ross had been vice-president, more than a hundred organizations of one kind or another including Exchange associations, joined with floral pieces, to which were added a multitude of floral offerings from individuals.

Dr. J. H. Ross has gone.

In departing, however, he has left behind him a heritage of inspiration such as falls to but extremely few to leave. He has given us here in Florida an example of fortitude, of patience, of loyal purpose and unselfish service, of unswerving allegiance, and of unceasing faith and confidence such as cannot fail to inspire those who must carry on the varied tasks it formerly fell to him to discharge. He leaves behind him such a multitude of admiring friends to mourn his passing that it may with

justice be said that a State arises to call him blessed.

BULB INDUSTRY GETS BOOST

Clermont, Fla.—Clermont, generally conceded to be the "Home of Florida's Bulb Industry" by reason of the fact that bulb raising on a large scale was first fathered here, is rejoicing over the news that the government will continue its restrictions on importation of narcissus and other bulbs.

Last year the Clermont Hill and Lake Company undertook the development of a bulb raising project, selling tracts of land and paper white narcissus bulbs for that purpose. Though started late in the season considerable progress was made and as a result today there are extensive plantings of paper white narcissus bulbs in and around Clermont and also Ocoee. It is estimated that twenty million bulbs will be this year's output. Practically the entire output has already been contracted for by New York merchants for sale throughout the country.

It is felt that the rejection of the proposals to permit importations is going to have the effect of stimulating even greater interest and activity in bulb raising in and around Clermont where it has thus far proven very profitable. Bulb raising promises to be one of Clermont's most successful industries. A high quality of bulb stock is being raised as evidenced by the fact that it has been possible to contract in advance for the year's output.

Few agricultural enterprises offer similar advantages. Not only is there a certain market but bulb prices remain steady. It is also possible to rotate with truck crops.

It is estimated that the United States has in the past spent on foreign bulbs a sum equivalent to one third of the amount which Florida's citrus crop brings. There is no reason why Florida should not find the bulb business one of her most profitable industries.

Try budgeting the year's expenses and see if you do not have more cash on hand at the end of the year. Of course the budget will be subject to sudden and violent changes, but it will provide a basis on which to work.

Spuds Johnson says that thinking too much with one's mouth is about as bad as thinking too little with one's head, but strangely enough, the first of these faults is generally found in company with the other.

THE IMPROVED LIGHT PLANT

Built by



Westinghouse

Electric-Automatic

Refrigerators
and Pumps

Tampa Auto Elec- tric Company

Charles Greene Mgr.

1717 Franklin St.,
Tampa, Fla.

Florida Fruits and Flowers

A Monthly Magazine devoted to diversification in fruit growing and to home and civic ornamentation.

The kind of a magazine you will enjoy in your home. It tells of the different kinds of fruits which can be successfully grown in Florida and it aids with helpful suggestions about ornamentals and flowers for your home or community.

FLORIDA FRUITS AND FLOWERS costs but \$1.00 for twelve months. Pin a check or a dollar to this notice and mail to

Florida Fruits and Flowers

Bartow, Fla.

A Million Citrus Trees

At Wholesale and Retail

Now is the time to plant citrus trees. Our citrus stock is the most complete and best we have ever grown. More than four hundred thousand budded trees ready for delivery. All sizes and all standard varieties. In oranges we have the Pineapple, Valencia, Parson Brown, Lue Gim Gong and Hommosassa. We also have Tangerines, Lemons, Limes and Kumquats. In Grapefruit we have the Walters Early, the Excelsior Late, Marsh Seedless and the Fosters Pink Meat.

**WE WILL SELL YOU TREES AT
WHOLESALE PRICES**

Our regular prices are as low or lower than any other first class Nursery, but if you are in the market for any extra large quantity such as one thousand to ten thousand, we will make you very SPECIAL PRICES.

Big Money In Blackberries

The Florida Marvel Blackberry has proven itself as being the best money producing fruit in Florida. It is truly a Marvel Berry and seems especially adapted to Florida soil. It is very prolific and the demand is and will stay far ahead of the supply. Test shipments made to the north in "Pony" Refrigerators have proven without question that the North will buy the "Florida Marvel Blackberries." In the shipments that were made last year, they averaged not less than 25c per quart and some of the shipments brought as high as thirty and thirty-five cent each. One of the leading blackberry growers near Oldsmar, Florida, told us some time ago that from less than one-half of an acre he sold twenty-five hundred quarts of berries at thirty-eight cents per quart. The main reason he got such a fancy price was on account of being on Memorial Highway and sold to people passing by. Other growers told us that they had about the same results as above and averaged over thirty cents per quart on the home market. We have in our own grove nearly ten acres planted in field form and we expect to plant at least another ten acres this winter. Every citrus grower, and every one with surplus land should plant from one to five acres, of blackberries, and if they do, it will give them wonderful profit. Just think of a crop in Florida that is absolutely sure and not in danger from frosts or pests.

JAPANESE PERSIMMONS

The Japanese Persimmon is one of the most profitable fruits grown in Florida. They are very easy to grow, are not subject to injury by the cold and they are very prolific bearers. This fruit is in great demand in the Northern markets at fancy prices. We have grown and have ready for sale, about five thousand of the Tane-Nashi variety. This is a very handsome fruit of very superior quality and is the only Persimmon that can grow without other varieties for cross pollination. The wild persimmon is natural to Florida and the budded persimmon can be raised on almost any kind of land.

OUR AVOCADO STOCK IS COMPLETE

We can furnish you the Fuerte, Gootfried, San Sebastain, Pueblo and Northrop varieties, such as the Colinson, Linda, Spinks, Taylor, Nimlich, Panchoy and the Ward. The Ward is a new hardy variety. It is a cross between the Guatemalan and the Mexican and in California has shown wonderful results. The tree is said to be almost as hardy as the hardy Mexican varieties. It is a very fast growing tree and a prolific bearer. We have a few hundred of these trees which we are offering at two dollars each. We look to see this one of the best varieties that has ever been propagated. Our Fuerte budwood is the same strain as the wonderful Fuerte tree Near Blanton. Many of our Fuerte trees have shown the same results as that this year. The budwood came from California and the grower who sent it wrote us that no tree from which this budwood had been cut had produced less than one hundred and fifty dollars the previous year and many trees as high as three hundred dollars per tree.

**AGENTS WANTED IN EVERY
LOCALITY**

Put Your Proposition Squarely Before Us
Write For Special Prices

If you are at all interested in planting a citrus grove, adding to your present grove, or in setting out acreage to any of the fruits mentioned above, it will pay you to write us. Tell us your circumstances and we will endeavor to assist you. By all means be sure to get our prices before buying anything in the way of nursery stock.

The C. E. Thomas Nurseries

Bruen-Webb Bldg. Phone 3692

404½ Zack St., TAMPA, FLA.

Economic Prospects for 1926

By Herbert Hoover, Secretary U. S. Department of Commerce

Any business forecast must be simply an appraisal of the forces in motion at home and abroad, for and against progress. All signs indicate that if we will temper our optimism with a sprinkling of caution we shall continue our high level of prosperity over 1926.

The United States has produced and consumed more goods in 1925 in proportion to population than ever before in its history. Our standard of living has therefore been the highest in our history and is of course the highest in the world. This improvement, however, has been greater in the urban centers than in agricultural communities.

The dominant favorable factor in our outlook is our increased productivity, due to fundamental and continuing forces—such as the cumulation of education, the advancement of science, skill, and elimination of waste. Other favorable indications on the immediate horizon are that the stocks of commodities are moderate; there is employment for practically everyone; real wages are at a high level; savings are the largest in history and capital is therefore abundant; and the whole machinery of production and distribution is operating at a higher degree of efficiency than ever before. While wholesale prices for the year as a whole have averaged about 6 per cent higher than for the previous year it is largely due to needed advance in prices of agricultural products.

There are some phases of the situation which requires caution. Continuation of real estate and stock speculation and its possible extension into commodities with inevitable inflation; the over-extension of installment buying; the extortion by foreign government-fostered monopolies dominating our raw material imports; the continued economic instability of certain foreign countries; the lag in recovery of certain major agricultural products; the instability of the coal industry; the uncertainties of some important labor relationships—all these are matters of concern. But, as said above, with caution we should continue a prosperous year over 1926.

Agriculture, while it is better than it was two years ago, still leaves the farmers with much accumulated debt, and generally has not gained a stability that makes for contentment because its basic economic problem of market is unsolved. Also it suffers from continued distortion in price re-

lationship of the middle west to the competing foreign countries because our transportation costs to sea board have had to be increased more than those of its foreign competitors. The projected enlarged program of improvement in waterways is of great importance in this matter.

The construction industries have played a very large part in the high business activity of the past three years. The volume of construction has been unprecedented during the past year with consequent great activity in the construction-material industries, iron, steel, lumber, cement, etc. Contrary to normal expectations this increased demand has not increased prices, for there has been a slight reduction in building costs due in a large measure to the gradual lengthening of the building season. The increasing Federal, state, and municipal public works programs for next year together with the promise of large electrical and railway extension and improvement, indicate a continuing demand for heavy construction. While it might be thought that the war deficiency in housing has been overcome yet the high real wage in industry creates a demand for better housing and this condition, combined with the migration to suburbs due to the motor, promises to continue as long as employment remains general. We could hardly expect so exceptional a construction activity to repeat itself, but there will be a large volume in any event.

The textile and shoe industries as a whole are running at high levels of production, although the tendency in some branches of these industries to develop more rapidly in the south and west is affecting New England pending readjustment of her economic relationships. The automobile and tire industries will record an unprecedented output. The coal industries showed increased production despite the anthracite strike and the production of all other minerals has increased.

In transportation, our railways are giving the best service in our history and are recovering in average earnings to near the Interstate Commerce Commission standard of earnings of five and three-fourths per cent. There is some improvement from the acute depression in the shipping world; and progress has been made in plans for internal waterway improvement. The electrification of the country has made further great strides during

the year toward central generation and interconnection. There has been some pyramiding of power holding companies, much criticized within the electrical industry itself, but the solid progress of the industry is marked by the extension of use of electricity with all its economies in production of goods and saving of labor. Furthermore, taking the country as a whole, there has been a reduction in rates for power and light indicating that the public is securing benefits from the economies introduced in production of electricity.

Our foreign trade in 1925 has been exceptionally satisfactory, both exports and imports have risen materially the former reflecting an increase in agricultural exports and the latter reflecting the large demand for foreign raw materials and tropical foodstuffs. Exports will total around \$4,900,000,000 or about 7 per cent more than in 1924. Imports will amount to about \$4,200,000,000 or approximately 17 per cent more than in 1924. Roughly, one half of this increase in both exports and imports is attributable to greater quantities exported, and the remainder to advance in prices. The major explanation of our favorable trade balance is, of course, to be found in the continued heavy investment of American capital abroad; in essence we are lending foreigners the where-with-all to buy goods from us, or are sending goods to convey our investments abroad. It is probable that the final figures will show that this country has added to its foreign investments during the year by more than a billion dollars.

The most remarkable thing about the foreign trade of the United States is that, after making allowance for the higher level of prices, both exports and imports are much greater than before the war, in contrast with the quantitative decrease in the trade of the other foreign countries engaged in the war. According to British calculation the exports of that country were in physical volume nearly 25 per cent less in 1925 than before the war, and Germany's exports have fallen still more. British imports are practically at their pre-war level, and those of Germany materially below it.

In finance, the year has been characterized by increased savings, comparatively easy money conditions, the issuance of a large volume of both

Continued on page 50



LYONS FERTILIZER COMPANY

Manufacturers of

ORANGE BELT BRANDS

Will have an exhibit at the South Florida Fair, Tampa, Florida—where
we will be glad to meet all old customers and friends.

LYONS FERTILIZER COMPANY

Eighth Floor

Citrus Exchange Building

TAMPA

FLORIDA

"QUALITY FERTILIZER FOR QUALITY FRUIT"

E. T. ROUX, President

HARRY L. ASKEW, Sec-Treas.

ROUX CRATE CO., Inc.

Manufacturers of

Orange Boxes and Lumber

Bartow, Florida

ANNUAL CAPACITY

TWO MILLION ORANGE BOXES

TWENTY MILLION FEET LONG

LEAF PINE LUMBER



SHIPPING POINT

LAKE GARFIELD, FLA.

On S. A. L. Railway

Continued from page 48

domestic and foreign securities, and by an extraordinary rise in the prices of stocks accompanied by marked speculation on the New York Stock exchange. This fever of speculation is also wide-spread in real estate and unless our financial policies are guided with courage and wisdom, this speculation may yet reflect into the commodity markets, thereby reversing the cautious buying policies of recent years. Psychology plays a large part in business movements and over-optimism can only land us on the shores of over-depression. Not since 1920 have we required a better informed or more capable administration of credit facilities than now if we are to continue an uninterrupted high plane of prosperity. In any event there should be no abatement of caution in the placing of forward orders, particularly in view of the great increase in sales of a great variety of merchandise on the installment basis.

In the foreign field as a whole the situation is more promising than at any other time in twelve years. Each year one nation after another abroad gains in economic and fiscal stability, in production and in employment. War-inherited famines have disappeared from the earth, standards of living are everywhere higher than at any time since the war. In fact no one in 1919 would have believed that so great a measure of recovery would be attained in Europe by 1925—a proof of a high quality in European statesmanship. The Locarno Agreement promises much greater political stability, and paves the way for another stage of disarmament with consequent improvement in the economic outlook. Of the disturbed areas England and Germany have not recovered employment in full; France shows economic strength among her people, but popular resistance has so far made it impossible to stabilize the fiscal system; China continues in the throes of civil war, but business nevertheless continues; Russia makes progress as the government slowly abandons socialism. The quantity of goods moving in international trade as a whole recovered to the pre-war level, although some countries are below, and fully 90 per cent of international business is now based upon stabilized currencies.

On the whole, both our own country and the rest of the world face a more favorable outlook at this turn of the year than for a long time

past. We, ourselves, however, need to be on our guard against reckless optimism. What we need is an even

keel in our financial controls, and our growing national efficiency will continue us in increasing prosperity.

To Handle Farm Products

By W. M. Jardine, Secretary of Agriculture

Now that the plan to aid cooperative organizations has been placed before Congress I feel that further and more definite attention can be directed to the agricultural surplus problem.

During the past several weeks I have had under consideration with cooperative marketing organizations, a plan for aiding and assisting cooperative effort. A bill embodying this plan and carrying practically the unanimous endorsement of the entire cooperative movement in this country has been introduced in both branches of Congress. This plan, as I have oftentimes stated, should stand upon its own merit and not be confused or considered in connection with other agricultural measures.

Discussing agricultural surpluses in my Annual Report released on December 7, I laid down certain broad principles, which, in my opinion, constitute the basis of any plan for the solution of this perplexing problem now facing American agriculture. Dealing broadly with the subject I stated that it "is one of the major economic problems of the Nation. It does seem essential that this issue should receive broad recognition as a problem of national importance and, second, that public agencies should make every proper effort to cooperate in sound workable programs looking to its solution." I am opposed, as stated in my report, to any plan of Government price fixing or the handling of farm products by Government agencies or officials. On the other hand, I said that "farmers through their organizations have a most powerful instrument to control the movement of surpluses into consumptive channels."

Again referring to my annual report, I stated that "the discussion of the problem of surpluses is entering more and more upon common ground and I look forward to an agreement upon the principles of a solution along the broad lines here suggested." I believe that, as things stand to-day, the most effective machinery in sight exists in the cooperative marketing movement. Any sound plan directed to the surplus question will be practically certain, in my judgment, to recognize the cooperative movement and carry the approval of cooperative leaders.

A number of plans have been proposed which warrant thoughtful attention. Former Governor Lowden of Illinois has referred to a plan which, as I understand it, would have surpluses handled by cooperative organizations assisted by a Federal Farm Board of parallel importance to the Federal Reserve Board but in which there would be no governmental price-fixing and no buying and selling of farm products under the control of Government officials. Secretary Hoover made an almost exactly similar proposal two years ago with the idea of building up for agriculture the same stability as in industry. C. R. Noyes, of St. Paul, also has given a great deal of thought to this question and has worked out the details of a plan. Other proposals have been introduced in Congress and others are in the course of preparation.

With the sincere feeling that a further crystallization of thought and development of a common aim can and should be secured on this vital problem I have decided to call to Washington from time to time a number of leaders who can make contribution looking to the laying down of a sound and effective plan. I have already issued an invitation to the agricultural editors of the country to come to Washington to discuss the surplus problem among other things in order that I might have the value of their knowledge and experience as reflected in different sections. I propose to call other leaders starting immediately.

Everyone who tries to get something for nothing; everyone who thinks more about increasing the price of his goods or services than he thinks about improving their quality or quantity; everyone who, the moment things are going well, lets down the fundamental principles of righteousness, industry and thrift and who loses his spiritual ideals in the scramble for material things—all of these people have a hand in causing financial depressions. When business goes into depression and the country is in the midst of hard times, then the additions to church membership increase. Apparently people then turn to the sound fundamental principles for which all churches stand.—Roger Babson.



GULF BRANDS



Produce results because only High Grade Materials are used in their manufacture. All Brands are binned several weeks before being shipped which insures perfect mechanical condition

GULF SERVICE

Insures the grower of the most intelligent use of Gulf Brands. This service is maintained at our expense for your benefit.

Quality Fertilizers

Quality Service

THE GULF FERTILIZER CO.

603 CITIZENS BANK BLDG.

TAMPA, FLA.

RALPH L. NICHOLS,
President and Treasurer

CLARK C. MERRITT,
Vice-President

R. B. MERRITT, Secretary
H. J. RAMSEY, Auditor

Tampa Rock Company

INCORPORATED

BUILDING MATERIALS

OFFICE AND YARD
1014-1016-1018 LOZANO STREET

ROCK CRUSHING PLANT
507 MAXWELL AVENUE

PHONE 2941

TAMPA, FLA.



Tampa Agents
BREWSTER A. P. SAND
BREWSTER TRIPLE
WASHED SAND
BREWSTER WASHED
GRAVEL
"24 HOUR SERVICE"

HOLLOW BUILDING TILE
ENSLEY BASIC SLAG
CRUSHED ROCK
CEMENT
BRICK
LIME

World Trade In Citrus Fruits Increases

The increasing world trade in citrus fruits presents to the producer and exporter the necessity of perfecting methods of packing, grading and shipping to successfully meet competition in the foreign markets, according to the Foodstuffs Division of the Department of Commerce. Moreover, the opportunities for developing the trade with those countries which still regard certain fruits as luxuries, and in some instances as novelties, requires a thorough knowledge of the desires and customs of such markets. An appreciation of the flow of trade in the most important citrus fruits and of the chief sources of that trade supplies a picture of its possible development.

The total production of oranges in the important countries for which statistics are available is around 65,000,000 boxes a year, of which the United States produces approximately 34,000,00 boxes 95 per cent of which are grown in California and Florida; Spain, approximately 23,000,000 boxes; and Italy, approximately 8,000,000 boxes.

The total yearly international trade in oranges is over 18,500,000 boxes; Spain exporting approximately 12,300,000 boxes; Italy, approximately 2,700,000 boxes; the United States, approximately 2,000,000 boxes; and Palestine, approximately 1,500,000 boxes. The principal orange-importing countries are Great Britain, which imports approximately 10,000,000 boxes a year; Canada, approximately 1,800,000 boxes; Germany, approximately 1,000,000 boxes; Holland, approximately 1,000,000 boxes; Belgium, approximately 900,000 boxes; France, approximately 700,000 boxes; and Switzerland, approximately 450,000 boxes.

In 1920-24, about 70 per cent of the average yearly Spanish orange exports went to Great Britain, and the greater part of the remainder to Holland, Belgium, and Germany. Around approximately 30 per cent of Italy's 1920-24 average yearly orange shipments went to Germany, while France, Switzerland, Great Britain, Austria, and Yugoslavia took large parts of the remainder. In 1920-24, over 90 per cent of the United States oranges went to Canada, our best orange market with smaller amounts to England, the Philippines, Cuba, China, New Foundland and

Labrador, Mexico, and New Zealand. Most of the Palestine oranges were exported to Great Britain.

While many countries produce oranges in abundance, the mere production of the fruit in itself is no criterion of ability to successfully market a portion of the crop abroad. There must be a definite market for the product, and the oranges must meet local requirements as to price, size, flavor, etc. There should also be proper grading and packing, and sufficient transportation facilities to and from the port of export, which presupposes proper storage, refrigeration, etc. It is also necessary that exporters should understand their foreign markets in order that they may regulate their shipments in accordance with demand.

The total production of lemons in the important producing countries is around 20,000,000 boxes a year, of which Italy produces approximately 13,000,000 boxes most of which come from Sicily and the United States approximately 7,000,000 boxes of which the greater part comes from California. The total yearly international trade in lemons is around 4,500,000 boxes, of which Italy exports approximately 4,000,000 boxes principally to the United States and Great Britain, the remaining shipments coming from the United States and Spain. United States exports of lemons are around 237,000 boxes a year, with Canada our principal market, while Spain's shipments are less than ours.

The principal lemon-importing countries are the United States, which imports approximately 1,000,000 boxes a year; Germany, approximately 850,000 boxes, and Great Britain, approximately 650,000 boxes. Smaller markets for Italian lemons are Austria, France, Switzerland, Turkey (Europe), and Rumania.

The total production of grapefruit in the important countries for which statistics are available is around 9,500,000 boxes a year, of which the United States produces approximately 8,600,000 boxes; the greater part of which come from Florida; Porto Rico, approximately 700,000 boxes; Cuba, approximately 200,000 boxes; Jamaica, approximately 100,000 boxes; and South Africa, approximately 100,000 boxes. The total yearly international trade in grapefruit is now

around 1,500,000 boxes, of which Porto Rico exports approximately 665,000 boxes; the United States, approximately 500,000 boxes; Cuba, (Isle of Pines), approximately 200,000 boxes; Jamaica, approximately 65,000 boxes; and South Africa, over 20,000 boxes.

The principal grapefruit-importing countries are the United States, which is importing approximately 750,000 boxes a year; England, approximately 500,000 boxes; and Canada, approximately 250,000 boxes. Canada is the best market for United States grapefruit, but the takings of the United Kingdom (chiefly England) have shown a decided increase in the first ten months of 1925. It is estimated that about one-third of the grapefruit reaching London market from the United States is from Porto Rico, having been transhipped through the New York market.

The average European has not yet become accustomed to the value and use of the grapefruit. While there are small takings by Germany, France, and a few other countries, such purchases have not yet assumed any particular volume, the fruit being considered as rather a luxury and in some places as more or less of a curiosity.

McKINLEY COMES TO FLORIDA STATION IN ECONOMICS RESEARCH

Gainesville, Fla.—Agricultural economics research work at the Florida Experiment Station got actively under way recently with the appointment of Bruce McKinley as assistant agricultural economist. He has already begun work.

Provision for agricultural economics research work was made by Congress in passing the Purnell Act and appropriating \$20,000 for the work in each state during the year beginning July 1, 1925.

Mr. McKinley comes to Florida from the Bureau of Agricultural Economics of the United States Department of Agriculture at Washington, having done farm management and cost work for the Bureau for more than seven years. He was prior to that in county agent work in West Virginia for a number of years, and has also done land appraising work in Oklahoma.



TITLE INSURANCE!

Pay one premium only and you have absolute protection.

Ask us to explain.

We will gladly do so.

GUARANTY TITLE COMPANY

407 Twiggs St.

(Opposite Post Office)

TAMPA, FLORIDA

PHONE 4917

A Protected Title Is a Desirable One

Call at our booth in the Snow Bldg.
and see Burroughs Machines
especially adapted to your figure
problems.

Burroughs Adding Machine Co.

507-9 E. Lafayette St.

Tampa, Fla.

Phone 2518

C. C. Nott, Agency Mgr.

citrus fruits, packing

Fifty-four

BUREAU OF CHEMISTRY TESTS PAPER BEST SUITED FOR WRAPPING FRUIT

Practical tests to determine suitable papers for wrapping fruits and vegetables conducted by the Bureau of Chemistry of the United States Department of Agriculture show that paper for wrapping apples, oranges, lemons, pears and tomatoes should weigh 10 or 12 pounds per ream of 500 sheets 24 by 36 inches in size, and that it should have a bursting strength of not less than 6 points.

It should have sufficient flexibility and strength to withstand the vigorous rapid twist given the paper in wrapping and to give a smooth, attractive appearance to the wrapped fruit. Paper complying with these requirements generally has been found satisfactory by the packers, but paper not complying with the specifications has not proved serviceable.

Wrapping papers of the right kind will retard evaporation and thus tend to keep fruits and vegetables in a fresh condition. They will reduce damage in shipment from rubbing or jarring; retard final ripening until removed by the retailer, and they will give protection from dust, frost or the sun. While it can not be expected that one kind of paper will prove suitable for all kinds of fruits and vegetables, the specifications will enable shippers to purchase satisfactory wrapping papers.

In order to secure additional information for fruit packers, the Bureau of Chemistry will examine samples of paper that have proved satisfactory in service. The sample sent in must consist of at least 20 wrappers, 10 new and 10 that show the paper torn or damaged in wrapping fruit. A full statement as to the points in which the paper is unsatisfactory, the name of the maker, brand name of paper, and approximate percentage of the paper failing during wrapping, should accompany the samples which should be mailed to the bureau at Washington, D. C.

ASSISTANT IN HOME ECONOMICS COMES TO EXPERIMENT STATION

Gainesville, Fla.—Miss Georgia Westover, of Farmington, Mo., has been secured as temporary assistant in home economics research of the Florida Agricultural Experiment Station. She will take up this work January 15, and will have headquarters at the Experiment Station in Gainesville. She will remain in this capacity for six months.

Miss Westover is an experienced

THE CITRUS INDUSTRY

home economic worker, for the past several years having been connected with the home economics department of the Flat River Schools, Flat River, Mo. She leaves a place as head of that department to take up the work in Gainesville.

Miss Westover will engage in research relative to problems of the home, paying particular attention to nutrition studies.

CLASSIFIED ADVERTISEMENTS

The rate for advertisements of this nature is only five cents per word for each insertion. You may count the number of words you have, multiply it by five, and you will have the cost of the advertisement for one insertion. Multiply this by the total number of insertions desired and you will have the total cost. This rate is so low that we cannot charge classified accounts, and would, therefore, appreciate a remittance with order. No advertisement accepted for less than 50 cents.

REAL ESTATE

WILL EXCHANGE West Texas cattle ranch for unimproved or improved land in Florida. What have you? Give price and full particulars. T. E. Bartlett, 3410 McKinley Ave., El Paso, Texas.

FIVE ACRES and a town lot, all for \$700.00. Biggest bargain in Florida. Certain money maker. We want reliable salesmen to present this meritorious proposition to investors. Sumter Gardens and Bushnell Park lots. Every purchaser highly pleased. Florida Garden Land Company, Box 1759, St. Petersburg, Florida.

FOR SALE—Cleopatra Mandarin seedlings. September delivery, enter order now. Cavendish banana plants and avocado trees. Write for price list. R. E. Skinner, Hillsboro Hotel, Tampa, Florida. May-4t.

BANANA PLANTS for sale. Improved Cavendish, Hart, Orinoco, Ladyfinger. Information free. W. E. Holles, Oldsmar, Fla.

"BOOK OF TRUTH"
For planters of new groves
Is yours for the asking,
Write Today.
OCKLAWAHA NURSERIES INC.
"Pedigreed Citrus Trees"
Lake Jem, Florida

FOR SALE CHEAP—Eleven acres high, rooly citrus land; 4 acres cleared with small house, and large nice bearing orange trees full of fruit. Nicely located near Altamonte Springs, Fla. For particulars write H. A. Lunquile, 41 N. W. 25th St., Miami, Fla.

POLK LAKE NURSERIES

Offer to the grower young trees of standard variety, backed by 30 years of nursery experience and a guarantee which only honest dealing can justify. For full information address A. H. Sloan, Box 413, Bartow, Fla.
WANT TO SELL HALF INTEREST IN FIFTEEN ACRE SATSUMA BEARING GROVE ON HIGHWAY NEAR PANAMA CITY. ROBT. LAMBERT, OWNER. FOUNTAIN, FLA.

For Sale—Pineapple land in winterless Florida. \$15 an acre. Almont Ala. Venus Fla.

QUALITY FRUIT comes from Cleopatra mandarin stocks; ask the introducers for prices of all Citrus trees, on this and on

January, 1926

other stocks. (42nd year in Citrus nursery, and first growers of Rough Lemon stock) **ROYAL PALM NURSERIES, ONECO, FLA.**

MISCELLANEOUS

FOR SALE—Dairy and stable manure, car lots. Link & Bagley, Box 464, Tampa, Florida. 6t

WHITE WYANDOTT Cockerels, regal strain—the best in the country, direct from Martin pens. Utility and show birds \$5.00 each; also eggs for hatching \$5.00 per 15. W. A. King, Gen. Del., St. Petersburg, Florida.

REPOSSESSED player piano may be purchased for small unpaid balance by reliable parties on easy payments. We guarantee the player to be in excellent condition and a very unusual buy. Plenty of good rolls and bench included. M. L. Price Music Co., Tampa & Zack St., Tampa.

SOUTHDOWN SHEEP, White Rocks, Toulouse Geese, Guinea, Angora and Milk Goats, Circular free. Woodburn, Clifton, Va.

AGENTS—Quality Shoes, quick sellers. Big commissions, immediate returns! Repeat orders. Experience unnecessary. Write full particulars. Tanners Shoe, 2011 C St. Boston.

FOR SALE

Remington Portable Typewriter with standard keyboard. Has all advantages of larger machine. Ideal for farm and home use. \$60. cash or sold on easy terms. Remington Typewriter Co., 103 Parker St., Tampa Florida.

FARM—GROVE—HOME

22 acres large bearing grove; modern two-story, 8 room house, completely furnished on third largest lake in state in thriving town; good roads, church, school; complete line farm implements and tools. P. F. Cloonan, Yalaha, Lake County, Florida.

HIGH BLOOD PRESSURE easily, inexpensively overcome, without drugs. Send address. Dr. J. B. Stokes, Mowhawk, Florida.

Laredo soy beans, considered free from nematode, excellent for hay and soil improvement. Write the Baldwin County Seed Growers Association, Loxley, Alabama, for prices.

FOR SALE: Rebuilt Band Instruments from \$5.00 up. Terms if desired. M. L. Price Music Co. State Distributors—C. G. Conn Band Instruments. Tampa.

Wanted AT ONCE few dozen fresh bitter-sour Marmalade Oranges. Price C. O. D. M. L. Manning, 15 West Chase St. Baltimore, Md.

WANTED to correspond with growers of the Red Guava. Business. M. L. Manning, 15 West Chase Street, Baltimore, Md.

MILLION Porto Rico Potato Plants, \$2.50-1000. W. W. WILLIAMS, QUITMAN, GA.

"A GOOD HAND LENS is necessary to produce good fruit. R. E. Lenfest, Winter Park carries a stock of the best and most practical for the convenience of growers. A good Lens saves spraying money. Write for prices."

WANTED—Salesman 30-40 years old. Must be familiar with Florida Citrus insect control. Position involves field work. Box 1254 Citrus Industry.

FARMER AGENTS: Make \$25.00 weekly selling Comet Sprayers. Profitable winter employment. You take orders. We deliver and collect. Commissions weekly. Established 35 years. Particulars free. Rusler Co., Box C-18, Johnston, Ohio.

EARLY BEARING Papershell Pecan trees, budded or grafted and guaranteed. Great shortage this year. Write for catalog today. Bass Pecan Company, Lumberton, Miss.

We Collect Notes, Accounts. Claims anywhere in world. No charges unless collected. We have collected in every State in Union, Canada and foreign countries. 25 years experience. **MAY'S COLLECTION AGENCY,** 28 Tinker Building Orlando, Fla.